

# The Hereford Brand

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## More Relief Funds Sought This Winter

Relief work in the county is being carried on in a limited fashion for the month of September. Only \$4,000 of an allotment of \$900 for the month has been disbursed, and there is little hope of getting the remainder, says W. Chilton, administrator.

With the \$4,000, Chilton says, expenses, including work, disbursement and supervision, must be paid. This has curtailed the program to a minimum. Only few watchmen are employed on highway 33. The canning project in the Central School cafeteria is being continued. Work on rural schools is going ahead, though more than half of these are finished. A few men are working on city streets and in community gardens.

An average budget of \$40 per house has been requested by the county through the state and federal organizations. Prospects are good that it will be approved and allowed through the winter. The present load at this time is \$30, but will be materially increased with the completion of the CCC camp buildings where 60 men ordinarily on relief rolls have temporary employment.

Chilton says a permanent crew will be placed on the highway job as soon as the new budget plan is in operation.

## Hereford-Amarillo To Open Grid Season

Yannigans Will Initiate New Turf at Whiteface Field In Contest Friday Afternoon; Local Line Is Hefty.

Tomorrow afternoon at 3:30 the 1934 edition of Coach Tommy McCollum's Hereford High Whitefaces will make their initial bow on the gridiron. The opposition will be furnished by the tough Yannigans, second string team of Amarillo High.

Officials for the contest will be Cliff Acker, referee; Herb Sindt, umpire, and John Patton, headlinesman. Price of admission is 35 cents and 20 cents.

While little can be learned of the Yannigans, coached by T. G. Hull, they are always a strong aggregation. The Yannigan squad is made up of the overflow from the huge squad of the Golden Sandstorm, Amarillo first team.

Not only will the game introduce the 1934 season, but it will also initiate the new bleachers and field of the Whitefaces. New grandstands were built during the winter and the field was resodded with Bermuda grass which has formed a remarkable carpet.

About the heaviest line ever to represent Hereford High will face the Yannigans of Amarillo when the two teams open the football season at Whiteface Field Friday afternoon. Made up of five lettermen and two squadsmen from last year the front wall will aver-

age slightly more than 175 pounds to the man.

Heaviest of the crew is Wilbur Womble, left end, who tips the scales at an even 200 pounds. O. B. Hagar, last year a tackle and now a center, weighs 191 and uses every pound of it in his center play. J. D. Clayton, right end, carries 180 pounds on his lanky frame. Bill McLean, left guard, is the baby of the line, weighing only 150. R. A. Daniel at right guard weighs a mere 175, while Henry Turner and Hughes Millard, tackles, bring the Fairbanks down to 163 and 160 respectively.

The starting backfield averaged right at 148 per head. Wilburn Bengt, fullback, is the heaviest, weighing 155. Meade Smith, left half, is a 150-pounder. Captain L. R. Russell, right half, is the lightest man on the squad with his 140 pounds. Buddy Sowell, quarterback, beats Russell two points.

Out of this eleven only Smith, Turner and Millard are not lettermen. All were on the squad last year. Smith, champion sprinter of district one, was ineligible last year. Turner and Millard played their first football in 1933 and are rounding into pretty fair hands this fall, says Coach Tommy McCollum.

## Big Swimming Pool At Park Is Approved

A huge swimming and wading pool is to be built at the state park. Approval of the project came this week from federal and state authorities. It is to be constructed in the creek bed at the east end of the park site.

Water is to be impounded by building a combination dam and road crossing where the present temporary crossing is now. It will be about forty feet high. Water in the pool will range from a few inches to six feet in depth, providing a large and simple deep hole for wading and swimming.

At present the creek is being detoured around the flat that will be the pool. Crews of men are removing soil from the flat. They will take out all weeds and grass as well as the rich soil, leaving a gravel bottom for the pool.

The pool will be more than 300 yards long and almost 150 yards wide at the widest point. A bath house with showers is planned near the pool by Superintendent Howard Trigg.

Tree locations in the park have been worked out from the soil survey which is being wound up. A complete soil map of the entire site is being made. It will determine the location and nature of trees to be planted. Park officials are asking that citizens of the city and surrounding area who have trees, sprouts, saplings, seedlings, shrubs, vines, evergreens or any plant of this nature give them to the park rather than destroy them. A card or telephone call is sufficient notification that the plants are available. They will be called for later.

M. E. Gilson, tree expert, states that more than 400 trees have already been donated by citizens. He plans to take up tree planting projects with school children soon. The men are working on trees of citizens here on Saturdays. They have treated more than 25 bunches of trees already, including those around the court house and in the cemetery.

Stone has been hauled in for the building of ovens and barbecue pits in the park. Several are to be constructed at the picnic grounds at the east creek crossing. Others will be built at the various picnic grounds through the park.

Road work is taking up most of the time of the CCC men at this time. Doing all construction by hand, they have built the rim drive almost halfway around the park, both on the north and south sides of the creek.

## More Than 800 Attend Fair Thursday to Give City Lead

### SCHOOL ENROLLMENT STILL CLIMBS; NEW HIGH REACHED

#### Additional Feed Loans To Be Made In Winter

Beginning November 4, farmers and stockmen of the primary drought areas may get feed loan allowances for this year's heifer calves, ewe lambs, and female kids in addition to the allowances being made for mature stock.

Feed loan allowances will be made only on stock retained primarily for breeding purposes, and in no event will allowances be made to feed a larger number of young and mature stock in their respective classes than the number of mature breeding stock which were owned and possessed by the borrower on April 1, 1934, or on sheep owned within six months prior to that date.

The emergency feed loans which are being advanced in the primary drought areas are disbursed from the drought relief appropriation approved June 19, 1934, and made in monthly allowances. Applications are received by the local crop and feed loan committees, operating in counties throughout the drought area. Begun early in July, to date more than \$2,000 of such loans and supplemental advances have been made for over \$2,000,000.

Enrollment in the Hereford schools showed another increase during the past week to reach a new all-time high of 908 pupils. This is an increase of 17 over last week when the enrollment was 891, a high mark a that time.

Of the total enrolled at this time 358 are high school students and the remainder are in the departmental and primary grades.

In the school system are 88 students who have transferred from the county rural schools. There are a number of transfers also from St. Anthony's parochial school here.

The teacher load at this time C. H. Dillehay, superintendent, pointed out, is the greatest in the history of the school. The budget under which the schools are operating this year is smaller than that of last year. And there are two less teachers than were on the staff in 1932, the previous high enrollment year.

#### Bands Broadcast, Parade and Take Front In Contest.

With two bands and an organized delegation of more than 300 persons, Hereford moved to the Tri-State Fair Tuesday, intent on winning the attendance prize for the school band and showing Amarillo and the whole Panhandle an enthusiastic turnout.

And it was a huge success. Registration for Hereford in the band contest was leading by far through Wednesday, the nearest competitor being in the 300 class. To the band whose home town turns out the highest number during the fair will be awarded a \$50 attendance prize.

Ralph Smith, director, took both the Junior and the high school bands. They are competing jointly. Alex O. Thompson, chamber of commerce president, and county and city officials headed the large delegation. Decked out in badges showing they were from this city, the Hereford delegation took the fair by storm. The band gave several concerts during the day from broadcasting stations at the fair grounds. The bands staged a downtown parade in the forenoon before going to the fair grounds. The juniors made their broadcast at 11:30 in the morning and the high school band at 5 o'clock in the afternoon.

High school band members making the trip were Dennis Baker, Palmer Norton, J. L. Carroll, Geo. Conklin, Joe Thompson, Billy Patton, Dean Dunlap, Hugh Harman, Marvin Knox, Roy Hastings, Merlin Conklin, T. B. Bailey, Wayne Evans, Herbert Boardman, Ernest Schelhaugen, LaVada Cox, Ruth Smith, Christine Fincher, Virginia Earl Reed, Betty Smith, Helen Ann Snyder, E. B. Posey, Bill Stanford, Homer Henslee, Billy Phillips, Ruth McDonald, Bill Alexander, Nancy Millard, Anna Marie Kuper, Eugene Harman, Helen Frances Streu, Clyde Posey, Geo. McLean, La Vina West, Edgar Horton, Carl D. Moutz, Frank Maris, Jr., Vernon Vanbiber, Stanford Knox.

Members of the Junior Band were Glenn Smith, Ragland Evans, Bobby Burton, Maurice Easley, T. L. Lucas, Herman Williams, Wanda Jean Reed, Lois Cockrell, Harold Close, Buddy Downs, Ruth Hastings, Gerald Smith, Marguerite Ruth Kiker, John Estes, Clifford Estes, Donald Henslee, Wanda Jean France, Warren Owens, Betty Cockrell, Delphus Fellers, Joe L. Hamilton, Rena Rae Renfro, Dennis Lomas, Billy Jean Wilson, Wayne Phillips, Elmer Mathies, Jack London, R. L. Bailey and Melvin Burton.

#### Building at CCC Camp Takes Form

Buildings at the permanent camp of CCC Company 1862 are growing daily at the State Park site. After more than two weeks of excavating work, pouring of foundations, laying of pipe and sewer lines, work above the ground has started in the last few days.

Exterior work on the mess hall and kitchen has been finished. First of three barracks became visible yesterday and floor work was being completed on a second. The buildings are being arranged around a rectangular infield.

Besides the mess hall and barracks, there will be a recreation hall, officers' quarters, garages and other structures. Local labor has been used in the construction.

#### Buying of Cattle Will Be Resumed

After being stopped last week due to congested stock yards, the government cattle buying is expected to be resumed within the next week, according to information received at the county agent's office.

At the close of business last week 6,640 head of Deaf Smith county cattle had been bought by the government in the relief program. Amount paid county owners was \$73,695.

There are a number of applications on file at the office now and others who wish to sell may make application at the county agent's office.

Cattle bought in this county came from 587 different owners. Most of the purchase money has been delivered.

#### Nine Local Girls Enroll at Canyon

Nine Hereford girls have made reservations with Cousins Hall and Randall Hall officials to stay there during their attendance at WTSTC.

They are Wilma Jo Jones, Virginia Line, Effie Whitsett, Cecilia Czerner, Wilma Czerner, Mary Kate Brotherton, Myrtle McGowan, Patricia Wederbrook, and Louise Hamm.

Cousins Hall, the oldest hall on the campus, can care for less than a dozen more students, even though the opening day of the fall semester is less than a week away. Randall Hall, a dormitory in which the work is carried on on a cooperative basis by those who stay there, is filled to capacity.

#### Siamese Twin Tomatoes Grown by Mrs. Huckert

A bit unusual are twin tomatoes—two tomatoes from the same blossom, grown together as Siamese twins on the same stem. That is what Mrs. Louie Huckert raised in her garden at her home south of Summerfield.

Mrs. Huckert reports an excellent crop of tomatoes this year along with other garden produce.

**Scouts to Attend Fair.**

Hereford's Girl Scouts will go to the Fair at Amarillo Saturday. The troop will be led by Miss Ella Broadwell, lieutenant.

**Optometrists Meet Here.**

Six visiting members of the Panhandle District Texas Optometrist Association attended the monthly meeting here last Sunday afternoon. The meeting was held in the office of Dr. F. M. Kester. Attending were Drs. L. N. Pittman, T. M. Montgomery, J. M. Hyden, Fred Roane and F. L. Benson of Amarillo, and Dr. Paul Owens of Pampa.

Optometrists of this district will hold a joint meeting with district two at Plainview in October. Latest developments in the profession are studied at these meetings.

Sheriff John B. Miller returned last Friday from San Angelo where he attended the four-day annual convention of the Texas Sheriffs' Association.

#### Judging Team Fourth In Fair Competition

Hereford high school's dairy judging team finished fourth in competition with eight other teams at the Tri-State Fair last Monday. The team scored 791 points. Guyson, Oklahoma, won with 1,022 points.

On the Hereford team, coached by E. H. Hopkins, were J. C. Arell, Forrest Hill and Billy Johnson. They judged both Jersey and Holstein cattle. Ralph Jennings and Ashburn Reese were alternates on the team.

#### Charlie Bennett Is Legion Chief

Charlie Bennett is the new commander of Hereford Post, American Legion, succeeding Frank A. Gyles, who has led the post the past year. Bennett, along with other new officers, was installed at a ceremony last week which was followed by a picnic at the city park, attended by Legionnaires and members of the Auxiliary.

Harry Schulz is first vice commander; Jim Lipcomb, second vice commander; Harry Taylor, adjutant; E. R. Dixon, service officer; Floyd Hacker, sergeant at arms; Gordon Durham, chaplain; Leonard Foster, treasurer.

#### SCHOOLS TO FILE GRID LISTS WITH DILLEHAY

Lists of players eligible for football in the Class B high schools of district one are to be filed with W. H. Dillehay, district chairman, by September 22.

On the district board with Dillehay are Ted Reid, Dumas superintendent, and Bill Anderson, Tulsa coach until last week when he resigned to take a position at Pampa.

Alternates on the board are Irvy Carruth, Canyon superintendent, and L. H. Rhodes, Dalhart superintendent. Along with the eligibility lists will be forfeit fees and other information required by the committee.

#### LOW RAIL RATES ON FEED AND STOCK EXTENDED FOR 60 DAYS

##### Canyon Plays Friday, Badgers On Saturday

Emergency rail rates on livestock and feed which have been in effect here more than a year have been reinstated for 60 days, according to Santa Fe officials. Normal rates became effective on September 4. Under the extension, the special drought rates will be in effect through November 17. Fifty per cent of the full rate is charged for transportation of hay under the schedule. Two-thirds of the full rate is charged on other feed. For cattle being sent to grass or feeding country the round trip rate is 50 per cent of the normal rate, 85 per cent going and 15 per cent returning.

The normal rate went into effect on September 4 and remained so through Monday. Reinstatement of the special rate was made upon recommendation of the Interstate Commerce Commission and State Railroad Commission.

Texas Tech will open the season Saturday night at Lubbock, meeting Texas University in what promises to be an outstanding contest.

Hereford fans will see both these games as well as the clash in Amarillo Saturday afternoon of the Amarillo College Badgers and Simmons University. Jack Russell, Hereford lad, is captain of the Badgers.

##### Wheat Loan Deadline Is Extended to October 15

Application for wheat loans may be made through October 15, according to a new ruling from the district crop and feed loan office at Dallas. Deadline had been set at September 15. This is the third extension made on these loans.

Maximum aggregate is \$750 on these and other crop and feed loans. Rate of one dollar per acre is unchanged. Money borrowed for wheat crop may be used either to put in the crop or for summer fallowing wheat lands.

Miss Peggy Mitchell at the chamber of commerce office in the court house is taking the applications.

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#### Seigler Named On State Board

T. E. Seigler of Hereford was named a member of the state democratic committee to carry election returns at the state convention last week in Galveston.

Seigler was also nominated as a member of the state executive committee from the Thirty-first Senatorial District, but was defeated in the balloting by W. E. Boyles, mayor of Panhandle.

Seigler represented Deaf Smith county at the state convention.

#### Warns Against Bogus Checks Given by CWA

State Relief Director Adam R. Johnson has moved to protect the public against spurious C. W. A. checks, which, he said he had been informed by government operatives, had been stolen from some of the county relief offices in Texas.

Johnson instructed county administrators to destroy all remaining blank CWA checks in the presence of witnesses after making a complete record of the serial numbers of these checks, which he said will be forwarded to him at once.

Civil works administration projects were halted March 29 and final checks to clients were made out April 1. Scattered claims for material and equipment have been made since that time, but these all have been paid from Washington.

"Merchants and the public generally should not cash checks represented as having been received in payment for work done on OWA projects," Johnson said.

**Walcott Plans Sunday School.**

A Sunday school will be organized at Walcott next Sunday afternoon. Rev. W. M. Griffin of the Presbyterian church here will attend the meeting at the school house Sunday afternoon at 2 o'clock to assist in the organization.

#### Hereford Women Take Fair Literary Prizes

Stock judging teams and Future Farmers of America were not the only Hereford representatives to carry off honors in the Tri-State Fair. Two places out of the six literary competitions were won by Hereford writers.

Mrs. G. M. Hudson took fourth place with a long feature story, a division which was won by Mrs. Annie Dyer Nunn of Amarillo, one of the foremost writers of the Plains country.

Mrs. E. J. Williams was the other winner, taking third in the historical article competition. Mrs. W. K. Chandler, Amarillo, prominent pen woman, took first in this division.

#### Future Farmers Win With Fair Exhibit

For the second successive time Hereford Chapter, Future Farmers of America had the prize-winning display at the Tri-State Fair. The exhibit, prepared by Lee Tenfiro, Leonard Ralston, Billy Roberson, Ashburn Reese and Burke Inman, under the direction of B. H. Hopkins, was awarded a premium of \$37.50 for first place.

In 1932 the FFA chapter here won first place. There was no competition last year. In 1931 the FFA boys entered the competition at the fair for the first time and won third place.

Preserving of pork was the theme of the exhibit. Killing, curing and storing of pork, showing every step in the process, was brought out. As one spectator remarked, "It leaves nothing to the imagination as to the best way of handling pork."

Claude won second in this division, Tulsa third, Clarendon fourth, Miami fifth, Farwell sixth, Portales, seventh, and Pampa eighth. Judging was done by Prof. C. Luker, district supervisor of vocational agriculture.

## CANDIDATES END FIRST PERIOD IN CLOSE RACE FOR TOP PLACE

Going up! Swinging away for the finish, all atting with high hopes and nearly-realized ambitions, candidates in the Brand's now famous New Deal Gift Distribution have swelled their vote totals to splendid marks. From now on to the finish it will be an exciting race between the leaders to see who will capture the first grand prize, a 1934 Plymouth De Luxe sedan worth \$781.00. This car has been purchased and is on display at Ireland-Bearers Co. in Hereford.

The first period of the campaign, which closed Monday night, was a tremendous success, but a strange coincidence, unusual in

affairs of this kind, has appeared. Each of the leading candidates benefitted so equally during the period just closed that a hair-line decision, almost, is required to determine today's leader.

Unexpectedly, therefore, the competition to determine the ultimate winners depends almost entirely upon the results obtained by the various participants in the great race between now and the final moments.

These are the facts in a nutshell. The struggle for supremacy must be fought out in the next few days, for the campaign closes in just a few more days. The second period ends Monday, October 1.

#### RENT PROPERTY

Is at a premium in Hereford. Since the coming of the CCC camp furnished rooms, rent houses and apartments are hard to get. Every few minutes the Brand has calls for rentals of this kind.

So, if you have rent property and want to get action, you can do it right quick by using Brand classified ads.

But that is not all. If you have anything you want to sell, swap, lease or give away, Brand want ads will get the job done and get it done in a hurry. Merely call

# BRUNK'S COMEDIANS

Now Playing Hereford Under Auspices of the Lions Club.

THURSDAY NIGHT—FEATURE NIGHT  
**"THE MAN ABOUT TOWN"**

Also Special Vaudeville.

FRIDAY NIGHT  
**"THE IT GIRL"**

New Vaudeville—Special Music.

SATURDAY AFTERNOON—3 O'CLOCK  
**Merchants' Matinee**

Secure Tickets from merchants advertising in Text Theatre and You Will Be ADMITTED FOR ONLY **5c**

SATURDAY NIGHT  
**"THE LAST ROUND-UP"**

A GREAT WESTERN COMEDY—ALSO VAUDEVILLE.

FREE TICKET

This coupon and .20 cents will admit a lady and gent or two ladies Thursday or Friday nights.

SATURDAY NIGHT  
10:20 O'Clock

Big  
Whoopie Show

## Jumbo News

BY MRS. J. W. BERRY

A wind storm and some rain fell in this community Friday night. The rain was very spotted, ranging from 1½ inches down to just a shower. It was enough to bring up most of the wheat recently planted.

Dr. Magee and wife of Oklahoma City, who were childhood friends of Mr. and Mrs. W. A. Hunter, spent last Monday in the Hunter home.

Mr. and Mrs. Elmer Jones called in the Charles S. King home Sunday afternoon.

Mmes. Ullman Hunter and J. W. Berry attended the O. E. S. at Hereford last Tuesday night.

A. C. Flowers spent Sunday in the L. C. Baggett home.

Dick Sanders of near Dawn spent Saturday night and Sunday with Homer Battles.

Mr. and Mrs. C. C. Hunter and two children spent Sunday in the home of her parents, Mr. and Mrs. W. H. Wilkerson.

Mr. and Mrs. Edwin Mauk and Mrs. Ullman Hunter were in Amarillo Saturday afternoon.

Mrs. A. C. Flowers and son, Jack, left Friday for a ten day visit with her parents, Mr. and Mrs. A. G. Ratliff, at Roy, New Mexico.

Mr. and Mrs. W. A. and Ullman Hunter called in the M. L. Simpson home Sunday afternoon.

Mrs. Simpson is slowly recovering from her recent sickness.

Mrs. Charles S. King visited her sister-in-law, Mrs. Geo. Ward, of Arney last Thursday.

E. S. McDonald of Amarillo spent Friday night in the J. W. Berry home.

Mr. and Mrs. Ullman Hunter and two daughters were Sunday dinner guests in the F. J. Axe home.

J. F. Hacker and son, William, spent Sunday in the L. E. Beck home.

C. D. Spencer was a Sunday guest in the H. C. Baird home.

A. B. Y. P. U. was organized at this place Sunday night. The following officers were chosen: Frank Jones, president; Lonnie Andrew, vice president; Wayne Dyer, secretary; Miss La Rue Beck, assistant secretary. Leader for next Sunday night will be Wayne Dyer and it was decided to use Baptist literature.

Mr. and Mrs. L. A. Matthews went to Amarillo last Thursday. They were accompanied home by little Martha Alice Bailey of Canyon, who visited with her mother, Mrs. Mildred Bailey, high school teacher, over the week end.

Mr. and Mrs. C. Andrew and family called Sunday afternoon in the F. B. Nell home.

Mrs. L. A. Matthews left Sunday for Archer City to spend a week visiting relatives.

Miss Elaine Dyer came home from San Angelo the first of the week where she had been visiting relatives.

Mr. and Mrs. L. A. Matthews and son, Merle, accompanied by Mrs. Mildred Bailey went to Canyon Sunday afternoon to take Mrs. Bailey's daughter, Martha Alice, to her home there.

As Miss Helen Wilder and Orval Pierce entered school at Canyon Monday, their mothers, Mrs. J. J. Wilder and Mrs. Finis Hunter, gave them a dinner Sunday at the Finis Hunter home. Tables were loaded with lots of good things to eat, and a most enjoyable day was spent by the following: LaVelle and LaRue Beck, Lucille Dyer, Pauline Andrew, Pauline Boyd, Pauline Matthews, Mary Ann Baird and Hope Adams, Chas. McGinnis, Homer Battles, Bob Baird, John Hardy Wood, Junior Woolery, Basil McKinley, and Dick Sanders of near Dawn.

Mr. and Mrs. J. J. Wilder and sons, and Mr. and Mrs. Finis Hunter and daughters, and the honorees, Miss Wilder and Orval Pierce.

## Messenger News

BY MISS EUNITA WILLIAMS

Take Produce to Carl's Gro. if A large number attended Sunday school. Rev. Reeves of Bellview preached and also sang a solo. Preaching each second and fourth Sundays.

The Loyal Workers held a regular meeting Wednesday night with Miss Jewel Bussell. A large number attended. Refreshments were served.

Mr. and Mrs. F. Perry and family moved to Friona Monday where their three children will attend school. Bertrum, Jack and Lester Myers are also attending school there.

Elwyn Green of Bovina called at the home of his sister, Mrs. H. L. Agee, Sunday.

L. M. and Alts Williams were in Hereford Monday.

Clara Mae Perry spent Sunday evening with Mr. and Mrs. Homer Sharp.

Miss Eunita Williams, who has been spending a few weeks in New Mexico, returned home Saturday, accompanied by J. A. Williams and family, who spent Saturday and Sunday here.

Hattie Franks of Flag is here spending a few days with her sister, Mrs. R. L. Howard.

Singing was well attended Sunday night.

Rev. Bennie Harrison will fill his regular appointment at the school house Sunday, September 23. Everyone is invited to attend.

The Loyal Workers will have a party at the school house Friday night. Every young person who wants to have a good time be at the school house by 8 o'clock. Visitors are always welcome.

## Arney News Notes

BY MRS. J. W. BERRY

Mr. and Mrs. Ross Campbell are home again after a visit in Jones county.

Charley Lane and Gilbert Lower were in Hereford last Wednesday on business.

Lawrence Taylor was here on business and visiting home folks one day recently.

Charles Cox is improving and will be with us again soon.

Mrs. G. L. Russell visited Mrs. J. R. Marros Monday afternoon.

Mr. and Mrs. W. P. Turner are visiting in the home of their son, Will Turner.

Speedie Black and family and sister, Mrs. Russell Bales, are to put in a wheat crop.

Jim Lowler and Gordon Reeves returned to Shamrock Friday.

Miss Genevieve Creed has gone to Canyon to enter school.

Miss Maurine and Aline Crager, V. and Genevieve Creed were in Amarillo on business Saturday.

Jeff Rogers and family visited

Mr. and Mrs. M. D. Anderson last Sunday.

Mr. and Mrs. J. W. Hendrix visited in Amarillo Tuesday.

Homer Ewton is here putting in a wheat crop. His home is in Shamrock.

Mr. and Mrs. Bill Hendrix were in Amarillo attending the fair one day this week.

Mrs. E. Tipton and sons visited in Muleshoe Saturday.

A. C. Nicholson of Dallas spent the week end in Arney.

Horace Tipton is visiting his uncle at Goodnight.

J. W. Kinney of Plainview has returned to Arney.

Mr. and Mrs. G. L. Russell attended church in Happy Sunday.

Guy Boley of Canyon was a visitor in Arney Monday.

J. F. Trimmer and Mr. and Mrs. S. Beach visited in the home of Mr. and Mrs. John Loving at Union Hill recently.

Between six and seven million acres of Texas lands have been terraced. Terracing is proceeding at the rate of about one million acres annually.

WHO PAYS FOR THESE

# Accidents?

Whether it's your fault or someone else's, there's always the danger of some accident occurring. And that invariably means bills—big bills—loss of earnings. If you have to pay those bills, that means double tragedy—financial distress, possibly long after you're well again. For surprisingly small amounts you can provide for complete protection no matter what unusual accident occurs to you. We'll take all the risks—pay all your bills—help keep you financially safe and secure. It's worth investigating—call us today.

## HEREFORD INSURANCE AGENCY

John McLean, Owner.

# Delicious FOODS

## FOR BACK-TO-SCHOOL LUNCHES

Check this advertisement, visit our store, check our shelf prices, and you will find that Furr Food saves you money on high quality, first grade foods. The Furr Food Stores are home owned and home operated. Our overhead is low and our stores are clean and well stocked. You will enjoy saving money with us.

### PRICES GOOD FOR FRIDAY, SATURDAY AND MONDAY

MILK	18c	STRAWBERRIES	59c	APRICOTS, Mariposa	17c
Borden's, 6 small or 3 large cans		Gallon can		in sugar syrup, No. 2½ can	
PINEAPPLE JUICE	25c	PLUMS, Greengage	41c	PUMPKIN	25c
No. 2 cans, 2 cans		Gallon can		Van Camp's, No. 2½ can, 2 cans	
TOMATO COCKTAIL	10c	PEACHES	24c	PEAS	13c
Van Camp's, large can		Choice new crop, 2-lb pkg		White Swan, Black-Eyed, 2 cans	

# Chili Con Carne

Walker's, with or without Beans, No. 2 can

23c

TUNA	25c	BAKING POWDER	23c	MIXED VEGETABLES	12c
Abbey's, all white pieces, 2 cans		Clabber Girl, 2-lb can		Larsens, No. 2 can	
MACKEREL	25c	FLOOR WAX	59c	GELATINE	17c
Tall No. 1 can, 3 cans		Johnson's, 1-lb can		Royal, all flavors, 3 pkgs	
SALMON	10c	LAMP GLOBES	10c	SALAD WAFERS	29c
Select Alaska, No. 1 tall can		General Electric, 15 or 30 watt		Supreme, 2-lb caddy	

# GOLD MEDAL

"KITCHEN TESTED"

# FLOUR

24-lb Bag

\$1.08

# SCHILLING'S

# COFFEE

1-Lb Can

31c

OXYDOL	22c	SUGAR	15c	CATSUP	10c
Large size		Powdered or brown, 2 pkgs		Rio Grande, large bottle	
RIPE OLIVES	19c	TOILET TISSUE	25c	JELLY	21c
Curtis, No. 1 tall can		Scottissue, 1000 sheet rolls, 3 for		White House, pure apple, 2-lb jar	
SUGAR	59c	SALAD DRESSING	29c	OVALTINE	36c
10-lb bag		Miracle Whip, Quart Jar		Large size 74c, small size	

# ROAST

Cut from Choice Baby Beef, per lb

9c

# APPLES

Jonathan Per Dozen

19c

CHEESE	19c	SPUDS	13c
Kraft's Long Horn, pound		U. S. No. 1, Half peck	
FRANKS	25c	YAMS	4c
Or Bologna, 2 pounds		Per pound	
OYSTERS	39c	LEMONS	21c
Fresh, per pint		Dozen	
CHILI	18c	ORANGES	25c
Brick, Home Made, pound		Nice and juicy, dozen	

# BACON

Armour's Banquet, sliced, 1 lb, layer

29c

# ONIONS

SPANISH SWEETS 5-Lb. Bag

19c

# Cocomalt

1-Lb Can

43c

# Oats

CRYSTAL WEDDING

19c

# PALMOLIVE

THREE Bars

14c

SUPER-SUDS

17c

TWO PACKAGES CRYSTAL WHITE

19c

Giant Size, 5 bars

# FURR FOOD

FREE DELIVERY

SELLS ALL KINDS OF FRED; BUYS CREAM, HIDES, EGGS AND CHICKENS

PHONE 74

AT JUST ONE-HALF PRICE

A TABLE FULL OF

# ELECTRIC APPLIANCE

BARGAINS

This offering of electric appliances offers the finest opportunity ever for the purchasing of these household aids. Included in this group are percolators, toasters and waffle irons. A few very attractive bridge luncheon sets also at one-half price.

Broken lots and dishes are included in this Special Sale.

## Nu-Type Aladdin Lamp

\$4.75 to \$8.00

These well known lamps are being offered at greatly reduced prices this fall. Many new models including a most attractive group of different type shades. Table and hanging types.

Come in for a demonstration—no obligation.

# STREU HARDWARE CO.



Let Us Help With the Preparation of Your

## FALL WARDROBE

We will appreciate having you give us a trial in the cleaning and pressing of your Fall and Winter clothing. You will find each garment properly cleaned, free from cleaning odors and returned to you ready to give satisfaction.

We Clean Men's Suits and Overcoats—CLEAN

EXPERT

## Hat Blocking

A hat properly cleaned, and blocked will give months of proper appearance and shapeliness. We guarantee satisfaction in this department.



## Tailored to Your Measure

with the old reliable CHURCHILL LINE of the new and up-to-date clothes, correctly tailored.

We are located in the building next to the Hereford Bakery on Main Street. We invite all our former customers and friends to again trade with us. We will appreciate your patronage.

# CARROLL & CORBETT

HATTERS & CLEANERS

**ANNOUNCEMENT**

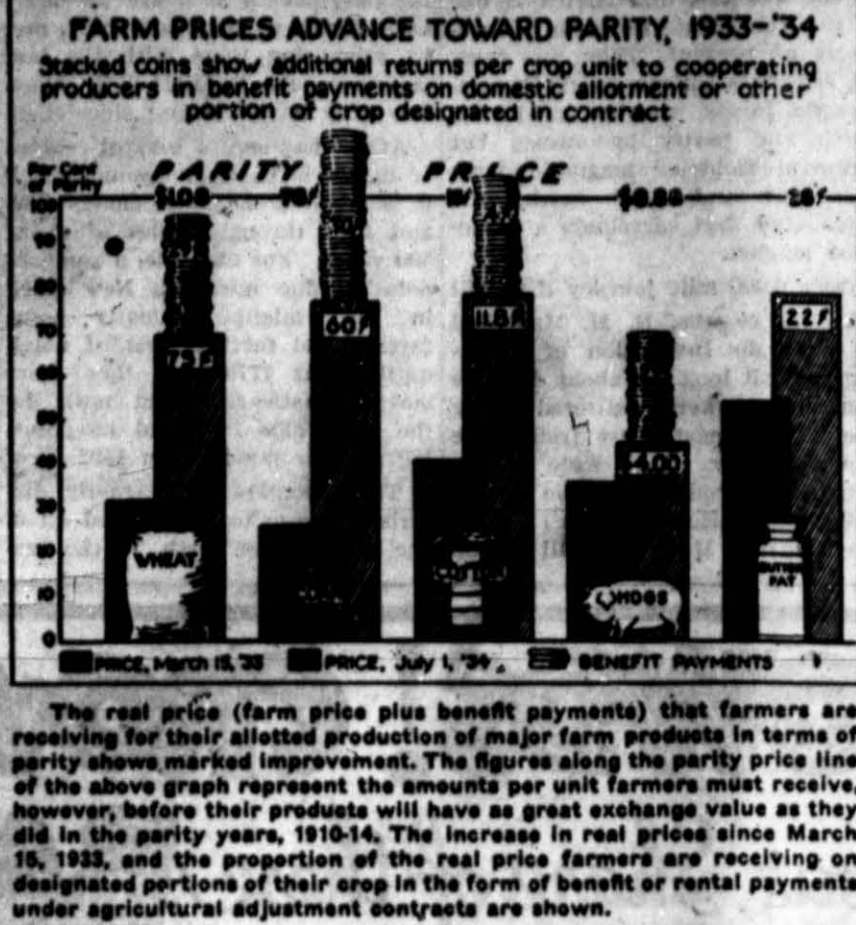
We have leased the City Laundry and Cleaner's Equipment in the Dunlap Building, third door south of the post office.

**WE SOLICIT YOUR BUSINESS  
LAUNDRY—DRY CLEANING**

Come In and Visit Us  
Phone 333

We call for and deliver—Satisfaction Guaranteed.

G. W. Clark. W. R. Harvey



**Dean News**

BY MARY LOUISE DEAN—ELSIE FRIEMEL

Mr. and Mrs. Vivian Skypala of Westway spent Wednesday in the home of Mr. and Mrs. W. L. Weaver.

Tom Brocker of Amarillo has moved his implements to the A. J. Donnellson section.

Mr. and Mrs. M. B. Stone and son, Jackie, were in Hereford last Saturday.

John Allen and Thelma Morris, Vincent and Elsie Friemel spent Sunday in Vega.

The Plowboys ball team closed the season recently, hoping that all members will stay close by so the team may organize for an early start next year.

School has a total enrollment of five, with Miss Louise Loyd of Vega teaching.

Miss Vida Hicks of Hereford spent last Wednesday in the Arlie Dean home.

Mrs. Morel and Eldon Harris, Mr. and Mrs. Arlie Dean and family, Mr. and Mrs. T. P. McCollister and Ganda Biggers attended the birthday dinner of Mrs. Wiley Roberson recently.

The D. S. S. met with Mrs. Head. A delicious lunch of ice cream and cake was served. The next meeting will be with Mrs. T. P. McCollister September 27.

**Fall Is a Good Time to Paint**

Here are good reasons for fall painting:

1. The surface is thoroughly dry.
2. Paint cannot be successfully applied in damp, cloudy or unsettled weather.
3. In the fall the weather is more settled and uniform.
4. There are no bugs or flies to stick to the newly painted surface.
5. Your house will be protected from rot and decay through the winter and spring—the time when paint protection is needed.

Visit Our Store and Let Us Show You That

**BPS**

Is truly the "Best Paint Sold."

**Rockwell Brothers & Co.**

LUMBERMEN

Phone 4.

So. Main St.

**SPECIALS**

**Friday and Saturday**

- PINEAPPLE, broken slices, 2 1/2 can -- 16¢
- SOAP, Blue Barrel, 6 for ----- 25¢
- GELATIN DESERT, Jonco, 6 for ---- 24¢
- PORK and BEANS, Swift's, 4 for ---- 25¢
- CLEANSER, Sunbrite, 6 for ----- 25¢
- CATSUP, 14-ounce bottle ----- 10¢
- SYRUP, Karo, blue, 2 1/2 pounds ----- 15¢
- BAKING POWDER, K. C., 25 ounces -- 19¢
- TOILET SOAP, Perfect, 6 for ----- 25¢
- TEA, Schilling's, half lb 32¢, fourth lb 16¢
- SOAP CHIPS, Blue Barrel, 5 lbs ----- 29¢
- BLACKBERRIES, gallon ----- 39¢
- OATS, Scotch ----- 17¢
- LIME RICKEY, quart ----- 16¢
- BEANS, Mexican Style, El Food, 3 No. 1 24¢
- COFFEE, Maxwell House, lb ----- 29¢

All Kinds of Lunch Meat for Picnics.

**Texas Market & Grocery**

PHONE 353—FREE DELIVERY

**TREATMENT OF SEED WHEAT IS NECESSARY, EXPERT DECLARES**

By E. A. MILLER, Extension Agronomist.

Stinking smut of wheat and loose smut of oats mean reduced yields and reduced prices. This loss may be prevented by sowing only treated seed. The expenditure of a few cents per acre in seed treatment is good crop insurance, often preventing the loss of several dollars per acre.

It is not even safe to depend upon seed from fields that are free from smut, without treating, because clean seed often becomes infected with smut spores in public threshing machines, wagons and grain drills. Therefore, seed from fields that were entirely free from smut this year, may develop smut next year unless the seed are treated.

Stinking smut of wheat is the most serious disease of wheat. It changes the grain into masses of spores called "smut balls" which have an offensive odor, but it is not readily observed in the fields. Indeed many farmers fail to notice it until threshing time. It is carried over to next year's crop by seed covered with spores from the smut balls broken during threshing.

Stinking smut of wheat is easily controlled by running the seed through a fanning mill to remove the smut balls and then treating it with copper carbonate dust. Until recently the formaldehyde treatment was used, but now copper carbonate has taken its place as it has several advantages—it is cheaper, it is a dry treatment and easily applied, does not injure germination, the seed can be treated and stored when convenient, and the treatment helps protect stored wheat against weevils, rats and mice.

In using copper carbonate two ounces of 50% grade or three to four ounces of 20% grade, is required per bushel. The high grade material is more satisfactory and is not so apt to clog up the grain drills. The seed should be placed in some tight container such as an oil drum, barrel or box which has a tight fitting lid and is arranged so that it can be revolved on an axis. There are also machines on the market for this purpose. In some counties this work is being done for farmers at grain elevators and in others by custom-treating by someone equipped with a good machine going from farm to farm.

Every seed must receive a coating of the powder. This can be done by thoroughly revolving the container on its axis after the powder has been sprinkled over the seed. The container should be filled only about half to allow the seed to fall while revolving the container, thereby getting thoroughly coated.

Copper carbonate is not effective for the control of loose smut of wheat and smut of oats and barley. It is recommended only for stinking smut of wheat and kernel smut of sorghum. As it is poisonous only wheat used for planting should be treated. It is best to wear a mask or moist handkerchief over the nose and mouth while treating the grain as the dust may cause irritation and nausea.

A simple and effective method of treating oat seed for smut is to spray a fine mist of one pint of formaldehyde and one pint of water over 30 bushels of oats while they are being shoveled from one pile to another. They should then be kept covered from 6 to 8 hours or over night to allow the fumes to kill the spores. This is what is known as the "dry method" since the seed do not require drying before being planted. The "wet" method consists of sprinkling or spraying a solution of one pint of formaldehyde in 30 gallons of water over 30 bushels of oats and keeping them covered for several hours. This method requires spreading the oats out to dry.

**Snake Bite "Cure"**  
Women in the Far East are subject to a mysterious malady called "serpent love." Sufferers have periodical attacks of intense morbidity which are reputedly cured by the bite of a snake.—Collier's Weekly.

**Unusual Amplifier Made at University**

An amplifying device which will make a heart-beat audible through a large lecture room is being hooked up by Dr. Paul Boner, professor of physics at the University of Texas.

The same device will make audible the movement of the molecules in a piece of iron, and the noise created by electrons jostling each other in a piece of wire. This large amplifier unit is being devised by Dr. Boner as part of his program for making Physics I, the elementary course in the subject, of more interest to freshmen students. This piece of apparatus, along with others of almost equally astounding versatility, will be demonstrated in the lecture room for the first time this fall.

Some of the devices to be shown will be large tricks of the trade, but others will have serious scientific value, and will be based on technical fundamentals of the physical sciences.

This amplifying system will also be used in connection with the high quality, wide range phonograph which the department owns. The maximum amplification of the device will be ten to the eighteen powers, an almost inconceivable ratio for the lay mind, and the distortion will be extremely small, Dr. Boner said.

**Westway Items**

(BY WILMA SKYPALA)

V. Skypala has returned from a business trip to Wichita Falls. Mr. and Mrs. V. Skypala spent last Wednesday in the Clem Friemel home at Dean.

Misses Pauline and Beatrice Fangman of Messenger, and Henry Kuper of Ford spent last Sunday with Edgar and Wilma Skypala.

Miss Jane Whitch of Tennessee, who has been visiting in the Dodson home, has returned to her home.

Billy Gene Wilson of Hereford spent Saturday night and Sunday with Elvin and Grady Wilson.

Mr. Gregg and family of Walcott spent Monday in the Rogers home.

Mr. and Mrs. Alvis Wilson and children of Hereford spent Sunday in the G. W. Wilson home.

Mr. and Mrs. Coker of Summerfield visited Sunday in the C. V. Burgess home, the Burgess family returning home with them Sunday night.

G. W. Wilson, Mr. Nicks and Alvis Wilson of Hereford were in Muleshoe on business Sunday.

Mr. and Mrs. T. A. Rogers called in the Lindsey home at Summerfield Saturday night.

T. A. Rogers returned from a business trip to Erath county last Sunday.

Mr. and Mrs. F. W. Dodson and Miss Alden Dodson spent the week end with their parents in Olton.

T. E. Baker made a business trip to Abilene Monday of last week.

Texas is one of the four leading states in the union in the production of rice.

**BUYING and SELLING**

**THROUGH THE WANT ADS**

**SERVICE**



Comes After The Purchase Of Any Car!

No matter what automobile you buy, there is bound to be the question of service and the answer to that question. That is the reason we maintain a modern service department with trained mechanics and genuine parts for the cars we sell, and those our friends wish to have us care for. Estimates will be gladly given on any job and our work is guaranteed to please.

**Dodge and Plymouth**

Manufactured by two of the leading automobile factories in the world. Dodge and Plymouth have soared to new heights of popularity this year. We have several body styles on display and will be glad to have you drop in for an inspection of either of these fine automobiles.

**Ireland-Beavers Motor Co.**

301 East Third Street, Hereford

**Just What Is Inside the Wrapper**



Paper and a pretty box can and do hide a multitude of inferiorities in butter. There is good reason for special care in its selection. You can be sure of what you are getting when you buy our butter. If you desire to do so you can come in and watch it in every process of its manufacture. First we buy only from selected herds and from selected customers. Every bit of the cream is then pasteurized before churning. We are always on the lookout for further sources of supply for high quality cream. You will find us fair in our tests and the price paid for your cream will be at the highest current market.

So In All Fairness to Yourself and Family, Always Specify to Your Grocer

**"CREAM O' PLAINS"**

BUTTER

Farmers' Creamery Association

INCORPORATED

213 East Third

Phone 680



**Carl's Friday and Saturday**

**GROCERY SPECIALS That Will Appeal to Thrifty Shoppers**

OATS	Crystal Wedding, large box -----	22¢
MACKEREL	Salmon, 2 cans -----	19¢
Pork and Beans	W. S., Dozen 68¢, 2 cans -----	13¢
SUGAR	10-pound bag -----	57¢
SYRUP	Uncle Bob, pure cane, gallon ----	67¢
TOMATOES	Per dozen \$1.12, 3 No. 2 cans ----	29¢
PEAS	Concho, No. 2 cans, doz. \$1.46, 2 for	25¢
BEANS	Green, No. 2 cans, dozen \$1.12, 3 for	29¢
SAUSAGE	Vienna, 3 cans -----	23¢
PRUNES	Per case \$1.95, gallon -----	34¢
BLACKBERRIES	Per case \$2.55, gallon -----	44¢
CLEANSE R	Sunbrite, 2 cans -----	9¢

**CARL'S Cash and Carry GROCERY**

**Here and There**

BY MRS. C. E. TICE

Take Produce to Carl's Gro. if the W. W. Club met with Mrs. Glenn Greer last Wednesday with all members except one present, and Mmes. Henry Allman and Everett Cornett as visitors. Mrs. W. A. Campbell was selected as wardrobe demonstrator for the coming year. A short business meeting was held and Mrs. Velma Williams read a report of the Castro county delegates to A & M. Gerald King of Jumbo spent the week end with his grand parents, Mr. and Mrs. J. E. Andrews.

Mr. and Mrs. J. B. Harlin attended church services in Hereford Sunday night.

Mr. and Mrs. Fred Struen were visited by her brother and his family last week. They were on their way home to Kansas from a trip through Washington and Oregon.

Mr. and Mrs. Dave Benson spent Monday with Mr. and Mrs. Jodie Benson near Happy.

Mr. and Mrs. A. C. Hawks and Mr. and Mrs. Paul Williams spent Sunday with Mr. and Mrs. Cleo Richardson near Bethel.

Miss Louise Hamm was surprised Saturday when neighbors and friends gathered at her home. Games were enjoyed, music was furnished by Mrs. Troy Welty, the Struen boys and G. H. Whitaker. Refreshments were served to Messrs. and Mmes. W. R. Schelhaugen, Britt Boyd, Edgar Mosley, Troy Welty, Everett Cornett, Mrs. J. J. Lindsey and children, Mrs. C. E. Tice, Gladys Greer, Maxine Tice, LaNelle and Byrdedee Schelhaugen, Dollie Welty, Harvey, and Weldon Lindsey, G. H. Whitaker, Jack, George, K. W. Struen, Lloyd Tice, George Mosley, Miss Louise was showered with handkerchiefs. She left Tuesday to enter WTSTC at Canyon.

A. L. Jones was in Hollis, Oklahoma, last Monday.

Mr. and Mrs. Andrew Gilliam of Wyche were Sunday visitors at the J. E. Springer home.

Misses Annie Jo Owens and Molly Jo Roberson of Hereford spent Saturday night with Kitty Kloe Harlin.

Mmes. Paul Williams and A. C. Hawks attended club at Bethel last Friday.

Messrs. and Mmes. Oglesby and Haskell Robbins, Geo. Muse and Miss Mattie Woodburn of Hereford were Sunday visitors in the H. D. Mobley home.

Mrs. Shirley Sandage who has been visiting relatives in Hereford the past two weeks, returned to her home in Amarillo Sunday.

E. E. Potter moved his family to Hereford last week where the children are in school.

Vernon and Melton Jones are attending Hereford high school. A light shower fell here Friday night. Further south about a half inch fell.

**COURTHOUSE RECORDS**

**Warranty Deeds.**

G. R. Galloway et ux to B. C. D. Bynum, NW 1/4 of section 13, township 2N, range 3E.

D. R. Grimes et ux to Lettie Veavey, E 1/4 of section 11, block K-8.

Joe Hastings et ux to A. J. Schroeter, lots 13, 14 and 15, blk. 24, City of Hereford.

C. E. Minor et ux to Coy B. Henson, NW 1/4 and NE 1/4 of section 6, township 4N, range 3E.

Herman Kerr et ux to C. E. Rea, S 1/2 and NW 1/4 of section 86, block M-7.

R. R. Jackson et ux to Naomi K. Reddick, part of block 57, City of Hereford.

**New Automobiles**

T. R. Williams, Ford sedan, Hereford Motor Co., 292-682.

R. R. Jackson, Pontiac coupe, 292-683.

A. T. Jones, Chevrolet truck, Grizzle Chevrolet Co., 58-127.

**Marriage License.**

George Messenger to Miss Beulah Myrtle Weeks.

**FOOD:** delicious  
**SERVICE:** unmatched  
**PRICES:** astonishingly small



**IKE'S CAFE**

When Better Coffee is Made—We'll Make It!

**Summerfield News**

BY MRS. GUY WALSER

Rev. Murial Weathers and wife of Plainview were here Sunday. Rev. Weathers will be the pastor of the church.

Mr. and Mrs. Wilbur Edlmo and Von of Figg were guests of Mrs. Ruby T. Simpson at Oleta Bowling one day last week.

Mrs. Bell of Tulsa is visiting her daughter, Mrs. Wellhelm.

Messrs. and Mmes. J. L. Lauce, S. L. Walser of Hereford; Ira Loque of Kansas City, Rex Garner of Charleston, Arkansas; Mrs. Lizale Loque, Oklahoma City; Mr. and Mrs. Mike Garner of Charleston, Arkansas; Mrs. Thone Garner of Charleston, were guests of Mr. and Mrs. C. R. Walser Tuesday.

Mr. and Mrs. S. L. Walser of Hereford and Mr. and Mrs. C. J. Crump were guests of Mr. and Mrs. C. R. Walser Sunday night.

Mrs. George Delozier and sons of Tennessee are visiting her parents, Mr. and Mrs. Bob Lauce.

Lawrence Johnson spent the week end in Lubbock.

Mr. and Mrs. Ernest Zuercher and Dennis and Edna of Kansas, and Miss Langenegger of Kansas were visitors in the home of Mr. and Mrs. Fred Strun. Mr. Zuercher is a brother of Mrs. Strun.

Billie Joe Statz fell from a combine at the home of Lewis Jay last Wednesday and received two severe cuts, one across his hand, the other over one eye. He is recovering.

Mrs. Estelle Allen of Daniel spent the week end with Mr. and Mrs. Ray Johnson.

A. A. Smith and family of Henrietta spent Sunday with Mr. and Mrs. W. L. Huntley.

Mr. and Mrs. Pete Carmichael of Hereford spent the week end with her parents, Mr. and Mrs. W. G. Harris.

Mr. and Mrs. Alton Lookingbill and daughters, and Gene LeGrand of Hereford visited relatives and friends here Sunday.

Emmett Blakemore and sons of Progressive were Sunday visitors at the home of his parents, Mr. and Mrs. A. J. Blakemore.

Don't forget that the Wayland College band will be here some time in October.

Mr. and Mrs. Guy Walser and Richard Wayne were guests of Mr. and Mrs. Earl Lauce Sunday.

Messrs. and Mmes. B. E. Roberson and Joe Kendall returned home Saturday night from a visit at the World's Fair in Chicago.

There was a large number at BYPU Sunday night and also at church.

Young people of the community enjoyed a party at the home of Mr. and Mrs. Will Schulz Friday night. Games were played and refreshments served to a large number.

**Fairview-Palo Duro Items**

BY MRS. JOHN BOLING

Take Produce to Carl's Gro. if Palo Duro community received 1 1/2 inches of rain Friday night.

Mr. and Mrs. C. M. Grisham of Memphis are visiting their daughter, Mrs. E. T. Allred and family.

Miss Leda Smith, who is attending high school in Panhandle, spent the week end at home.

Mr. and Mrs. R. J. Sharp were in Hereford on business Monday.

Dick Allred, newly elected commissioner, and his wife entertained approximately 100 congratulating friends with a chicken fry Friday night. His electrically lighted outdoor premises had to be abandoned when the dirt storm struck, but when the rain began to fall the jollity reigned again throughout the crowd. Because of the large number, the men sought shelter in the cars but were reluctant to stay there when fried chicken, bread, pickles and cake appeared. It was a happy crowd that took leave after 12 o'clock and even though there were stalled motors and some who stuck in the mud, walking in home in the wee hours of the morning, yet everyone was glad because of the rain and had a most enjoyable time.

Mr. and Mrs. Hamp Carter were in Hereford Monday.

B. C. Carter, who is attending college in Oklahoma, writes that he is liking quite well and has employment to care for college expenses. He was highest honor student of the Wildorado students last year.

Mr. and Mrs. Toy Price and Truman were trading in Hereford Monday.

Miss Sunbeam Price is visiting with an aunt in Amarillo and making plans to do college work this winter.

Miss Frances Campbell, who is in high school in Amarillo, spent the week end at home.

Mrs. Russell Downs and boys of Panhandle visited her sister, Mrs. O. G. Smith and family over the week end.

Mr. and Mrs. Howard Rogers have moved to the Renison house. James Allred of Plainview visited at Palo Duro over the week end.

Lloyd and Claude Heaton were in Hereford on business Thursday last week.

Mr. and Mrs. John Boling and family were called to Amarillo Monday because of the serious illness of a niece, Margery Cretzinger, who is a victim of meningitis.

Mr. and Mrs. W. A. Berry were Hereford visitors Monday.

Apparently the homeless dog is the chief offender in perpetuating the disease of rabies (mad dog).

**WHAT CAUSES COMPASS TO HAVE "JITTERS" IN AFRICA? ASK SCIENCE**

Africa's greatest mystery of all soon will be attacked by a scientific-seeking clues to the doings in Mother Earth's interior.

The mystery is what causes compasses in Africa to have the jitters. These jitters make the compass point far to the east or west of true north and, moreover, its variations from true north are constantly, though slowly, changing. In addition another kind of jitters pulls the compass point toward the earth, more strongly at some places than others, and this "pull" also varies.

The jitters are caused by magnet-

ic disturbances, and Africa is one of the world centers of such disturbances at present. They are caused, scientists believe, partly by cataclysmic forces working inside the earth and partly by unseen but powerful field of magnetic force that surrounds the earth, the same kind that surrounds a horse-shoe magnet.

On a 6,000 mile journey that will take six months, R. M. Mansfield of Carnegie Institution of Washington, will look for about 40 little concrete markers scattered along the African east coast from Cape Town to Suez. They were left by previous expeditions, also measuring magnetic changes. Over each marker Mansfield will set up

his instruments, measure the magnetic forces as they now exist, and by comparing them with the last measurements in 1924 will know how they have changed since then.

Africa has one of several centers of magnetic changes around which it is believed magnetic changes ebb and flow through cycles of about 500 years. For example, a compass pointing due north in New York in 1492 might gradually point farther and farther west of north until about 1776, and then start moving eastward again until by the year 2000 it would be pointing as near north as in 1492.

These centers of magnetic disturbance seem to be centered on one side of the earth, in the two

Americas, Europe, Africa and the Atlantic Ocean. They are being studied by Carnegie Institution in a series of such expeditions as that of Mansfield repeated every few years to note magnetic change.

Four possible causes of magnetic activity are suggested by scientists, and it is hoped the world whether they are right. The suggested causes are:

Influence of the earth's nickel-iron core which is believed to be terrifically hot, perhaps thousands of degrees Fahrenheit, and under vast pressure. Under such conditions new laws of magnetism, not known to us, may hold.

Slipping of the earth's outer layers around the core, as a tire

might slip around its inner core. Changing of the positions of enormous masses of magnetic material inside the earth, according to the movement of regions of intense magnetic disturbance the outside.

Gradual shifting of the crust on different parts of earth's crust by the washing of sediment from the continents into the ocean, changing the sure.

**Eleventh Century Rolls**

Among the interesting places in Dijon, France, is the cathedral of St. Benigne. Behind the choir this edifice is an Eleventh century crypt with domed chapel.

**CROWDS! CROWDS! Join them!**  
Get Your Share of these **BARGAINS**



One Lot of Ladies' Silk **DRESSES**  
With a Few Woolens Included  
Nice styles and good materials. Brok- **\$1.98**  
en sizes, but a good range to select  
from. To close out at the low price of

**Brand New Fall Arrivals**

New arrivals in ready-to-wear, smart silk dresses, some satins, some taffeta trimmed. Sizes 14 to 38, and priced at only

**\$6.95 \$7.95 \$9.95**

**KNITTED SUITS**

In two and three-piece styles. Plaids, stripes and combination colors. Ideal for Fall and very specially priced at only

**\$5.95 \$6.95 \$7.95**

**Ladies' Oxfords and Pumps**

This group was very favorable received last week-end, so we're offering another group at this special price of only

**\$1.98**



**Ladies' New PURSE Arrivals**



Beautiful new purses in blacks, brown and navy. New shapes and designs. Very reasonably priced at

**\$1.95 - \$2.95**

One Special Group **PURSES**

One group of close out purses, \$1.00 a nice selection, at the extremely low price of

**BOYS' AND GIRLS'**

SLIP-ON STYLE



**BOOTS**

Sizes 5 to 8 ----- **\$2.48**  
Sizes 8 1/2 to 11 1/2 ----- **\$2.79**  
Sizes 12 to 2 ----- **\$2.98**

With the new strap to prevent slipping and rubbing; black, brown and two-tones, with genuine elk uppers and leather soles.

One Very Special Group

**Ladies' Felt House Shoes**

Leather trimmed and three colors, blue, gray or pink. Very specially priced for the week-end at **39c**

**FEATHER TICKING**

Good quality, full 8-ounce weight, yard **25c**

**BOYS' DRESS CAPS**

Good 8-piece construction full Range sizes and colors, each **48c**

**MEN'S WORK GLOVES** **50c**  
All sizes, good fitting, pair

**CHILDREN'S HOSE** **15c**  
Good Lengths, pair

A Group of Brand New Just Received Fall

**SUITS**

All hard finished worsteds, in a good looking range of colors. The styles are the very latest. Range of sizes is complete.

**\$15.95 \$19.75**

Small charge for extra trousers

Men's Black Wing-tip Boot-Heel Styles, All Leather

**Shoes**



The construction and material in these shoes will bear the closest inspection. All leather, sewed properly and priced to sell quickly at the low price of—

**\$2.98**

BOYS' WINTER WEIGHT

**UNION SUITS**

Well constructed garments and at this special price a full winter's supply should be purchased. **49c**



**Sprohls & Cronin Co.**

# SAVINGS

FOR ALL THE FAMILY

For Dad and Mother, for Brother and Sister, for everyone in the family we have items of interest. We've ground the prices under heel until they're below the lowest economy level. Don't take our word for it—come and see—and buy.

**PRESCRIPTION SPECIALISTS**

Every prescription brought to this store is filled by trained registered pharmacists. Every prescription is filled as your doctor orders it, and all drugs used in compounding the prescription are fresh and of the highest standard of quality.

**OUR DAILY SPECIALS**

Offer you the lowest prices consistent with highest quality. Watch these values for real savings.

QUALITY AND SERVICE **CITY DRUG STORE** TELEPHONE 100

**Cook With Gas**

FOR SPEED SAFETY COMFORT ECONOMY EFFICIENCY

West Texas Gas Co.

**Dawn Items**  
BY INEZ MILLER

There was a large attendance at Sunday school Sunday. Rev. Willett, pastor of the Methodist church in Hereford, preached in the afternoon, and will be here again the third Sunday in October.

Norman and William Miller and Mrs. Martin Campbell are visiting relatives in Elmore City, Oklahoma and Oklahoma City.

Byron George spent the week end with friends in Canyon.

Mrs. H. H. Miller and Miss Vera Crawford of Canyon were guests in the home of Mr. and Mrs. Andrew Farrel in Amarillo Wednesday.

Miss Clara Mae Bagwell visited in the McFarlin home Sunday.

Miss Mary Chambers spent the week end in Canyon.

Mr. and Mrs. H. E. Miller and family visited in the Ed East home Sunday.

Mr. and Mrs. Martin Campbell were guests in the H. H. Miller home Saturday.

Mr. and Mrs. Ezra Bagwell, Miss Vivian Bowers and J. K. Dunavant were in Amarillo Sunday.

Misses Alma and Inez Miller spent Sunday with Lois and Sybil Smith.

Mr. and Mrs. L. N. George, Miss Hazel Crouch and Roger George visited in the home of Mr. and Mrs. Lester Galley Friday evening.

L. A. Smith and daughters, Lois, Sybil and Ella were in Amarillo Saturday.

Mr. and Mrs. Everett Doak of Tucumcari, New Mexico, are visiting in the home of Mrs. Lizzie Harris.

**Black**  
BY MISS NOBLE McLEAN

Take Produce to Carl's Gro. if Most of the farmers in this community are sowing wheat.

Wayne Kimmins, who is teaching at Progressive, visited in the R. E. Barnett home this week end.

F. E. McMurry and family moved to Mountain Park, New Mexico Saturday. They had resided in this community the past seven years and will be missed by all the neighbors.

The Alexander Gwyn and Maggard families of the Lakeview community visited in the McLean home Thursday evening and enjoyed some good singing.

G. E. McCrate and daughter, Mrs. Kermie Deaton and little son, Pat, went to Amarillo Monday to attend the circus and visit the fair.

Mrs. Verner Melugin was called to Ector Friday on account of the sickness of her parents. She was accompanied by Lucille and Noble McLean, who will visit relatives. They had been gone only a few hours when a message came telling of the death of Mr. Melugin's father. News has been received that Mrs. Melugin's parents are both improving.

Ervin Kimmins and Mrs. Jim Black, teacher here, entertained all the school children Friday afternoon with ice cream, the occasion honoring the McMurry children, who are moving away.

G. E. McCrate and family are rejoicing over the arrival of a seven pound boy at the Hereford hospital Sunday 13. Both mother and baby are getting along nicely.

Bud Barnett went to Canyon Monday where he entered his second year in the College.

**DEAF SMITH COUNTY, TEXAS VS.**

following officers were elected: Miss McClure, president; Miss Hazel Henry, vice president; Miss Ramey, chairman of the program committee.

C. W. Frye made a business trip to Plainview Monday.

Richard Chambless has been on the sick list this week.

Mr. and Mrs. Franks, John and Elsie Pearl attended the fair in Amarillo Monday.

Mmes. B. H. Medley and Chris Wegner attended services in Hereford Sunday evening.

Miss Maggie Cocanougher and mother were shopping in Hereford Friday afternoon.

Miss Vay Allen entertained her Sunday school class at a one o'clock dinner Sunday, with 14 guests present.

This is notice to you and each of you that you should appear at the County Court Room, Deaf Smith County, Texas, in the City of Hereford, at 10 o'clock, A. M., on the 8th day of October, 1934, to then and there offer evidence of the value of said lands and said commissioners will on said day hear evidence and award the damage and ascertain the value of said lands to be taken for park purposes.

Witness our hands this the 8th day of September, 1934.

C. R. SMITH  
E. S. IRELAND  
FRANK GIVAN

**Adrian-Sims Notes**  
BY MRS. J. M. CHAPMAN

School started Monday, September 3, with Gifford Miller and Miss Montgomery teaching.

Wheat sowing is in full blast since the late rains.

Brother Matheson of Cortez, Colorado, preached at Sims school house Friday and Saturday nights, and Saturday at 11. Bro. Albert Higgins delivered a sermon. At noon a basket dinner was served, then in the afternoon everyone enjoyed a song service, followed by a sermon by Bro. Matheson. Visitors from Hereford, Progressive and Bippus attended the Sunday services.

Mrs. Samuelson and Mrs. Chapman of Adrian visited with Mrs. J. M. Chapman Friday.

Mr. and Mrs. Tom Boffannan went to Hereford Friday.

Miss Elizabeth Chapman has returned to Laketon where she will teach again this winter.

**Easter Items**  
BY MISS LOUISE FRYE

Part of this community received another good shower last Friday night.

The E. H. D. club met with Mrs. Geo. Chambless September 13. Mmes. Homer and Ernest Henry were guests. The next meeting will be with Mrs. Betty Cocanougher and daughter September 27.

Mr. and Mrs. B. Saxon visited with Mrs. Saxon's parents at Idalou last Sunday.

Several of this community met at the school house last Friday night and organized a literary society to meet once a month during the school year. A good program was given, pupils singing a number of popular songs with Miss McClure at the piano. Miss Ramey gave several readings. The

# Service!

"Large enough to serve you—small enough to know you"—that is the working creed that has made this institution a bank of personalized service. Each member of our staff is personally interested in seeing that your wants are handled to your own satisfaction. This bank is at the service of competent, ambitious people. We offer full banking facilities and the ripened counsel of our officers.

**THE FIRST NATIONAL BANK**

OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

A Strong Bank Thoughtfully Managed

**HAVE YOU...**

Ever Considered How Much "Ready" Electric Current Means to You?

At your finger tips every day in the year, a ready supply of labor saving current. To run your sweeper, to furnish power for your washing machine, and for a hundred electrical conveniences. In olden times all these things had to be powered by hand, but now with electricity many of the household tasks which were to our ancestors drudgery are now made pleasant and easy.

By a system embodying sources of supply, current is assured regardless of ordinary weather or mechanical interruptions. We are constantly striving to serve you better.

**Texas Utilities Co.**

**DEAF SMITH COUNTY, TEXAS VS.**

Erskine Clement et ux In the County Court of Deaf Smith County, Texas.

To:—Erskine Clement and Mary Louisa A. Clement, his wife, Greeting:—

You are hereby given notice that the County of Deaf Smith and State of Texas, acting through the Commissioners' Court of Deaf Smith County, Texas, did on the 8th day of August, 1934, file its petition in condemnation, seeking and asking that the land described in its said petition on file, being blocks Nos. 55 and 75 in Whitehead addition to Hereford, be condemned for the use of a public park. That the special commissioners whose names appear below, were by the County Judge of Deaf Smith County, Texas, appointed to determine the value of the lands sought to be condemned and the damage, if any, done to any remainder of lands which you own and which by the taking of the lands described above would effect or change in value. That said commissioners, having duly taken the oath required by law, to act in this cause, and to assess any damage, and fairly and impartially and in accordance with the law, and to assess the value of the real property fairly and impartially.

This is notice to you and each of you that you should appear at the County Court room, Deaf Smith County, Texas, in the city of Hereford, at 10 o'clock A. M., on the 9th day of October, 1934, to then and there offer evidence of the value of said lands and said commissioners will on said day hear evidence and award the damage and ascertain the value of said lands to be taken for park purposes.

Witness our hands this the 8th day of September, 1934.

C. R. SMITH  
E. S. IRELAND  
FRANK GIVAN



with the **Coleman Automatic ELECTRIC IRON**

THERE is no fire danger with a Coleman Automatic Iron. It's your best fire insurance policy because the accurate, dependable Coleman Thermostat keeps the iron from becoming overheated; never reaches a temperature at which it will start a fire.

The thermostat automatically shuts off the current when the iron reaches the temperature at which it is set; turns it on again when the iron starts to cool.

Prevents scorching of clothes... you can always have just the heat you need for any kind of ironing. Saves current, reduces your electric bill... does MORE than the ironing. Beautifully designed; super-chromium finish.

You are invited to come in and see this beautiful Coleman Iron. The low price will surprise you!

**Streu Hardware Co.**  
Hereford, Texas

**You Are a Vital Link In the Great Chain of Credit**

Credit is like a chain of many links—made up of producers, retailers and professional men—and you, the customer. You are the vital link! Prompt payment on your part starts money around the "credit circle." But if you fail to meet your obligations promptly the credit chain is broken.

If you delay payment of a bill, you are taking the amount of that bill out of circulation, and, though unintentionally, retarding business recovery.

**HEREFORD CREDIT ASSOCIATION**  
**DOROTHY H. ROSS**  
Local Affiliation of the  
**NATIONAL RETAIL CREDIT ASSOCIATION**

you're Smart—when you buy **GOOD CLEANING**

AND YOU'RE ASSURED OF THAT AT **STAMBAUGH CO.**  
Corner Second and Main

Let us clean up those winter clothes now.



**Regardless of Income...**

You'll find it a never failing rule, the one who has always applied a system of Saving in his or her management of personal affairs, is the one who is forging steadily ahead even in times of adversity. A small amount each week or month from your income will soon grow into a fund that spells independence to you and your family. This safe bank offers you protection for your savings. Why not today, work out your own system for saving regularly part of the money you are now earning?

**The First State Bank**  
OF HEREFORD

# The Hereford Brand

Published Every Thursday. Our Slogan—"More People—More Farms"

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 30

MRS. BETH B. HOLMAN ----- Publisher and Manager  
D.B. WITT LANDIS ----- Editor  
W. C. NIX ----- Foreman

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### NOTICE TO PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office at 402 Main Street, Hereford, Texas.

### NEED TAX REFORM

On November 6 the voters of Texas will be called upon to pass on the merits of eight amendments to the Texas Constitution. Three of these amendments (House Joint Resolution No. 14, Senate Joint Resolution No. 2 and Senate Joint Resolution No. 13) seek to write into the Constitution protection for the taxpayer by improving the administrative plan of county government and by limiting expenditures of state government.

Last year the people of the United States paid two billion dollars more for taxes than they did for food, three times as much for taxes as they paid for clothes. In Texas, due to the faulty organization and in some cases extravagance of the 8,466 units of local government, local taxes have reached unreasonable proportions; legislative appropriations have for years increased at an alarming rate; state departments, boards and bureaus now number well above 100; every time a promoter discovers some new way of spending public money, he urges the creation of a new governmental department; the birth rate of these agencies in Texas has established a ratio which would satisfy Mussolini. We have pyramidized government costs until it is obvious the taxpayer has reached the end of his ability to pay. Delinquent taxes have now become the alarming proportions of 146 million dollars; taxes have reached so numerous that now they have exhausted the dictionary names and are coining new names for these levies.

"In my judgment," says Col. C. A. Jay of the Industrial Commercial and Agricultural Conference of Texas and a leading fighter for tax reform, "the three amendments will serve as a very definite and tremendous influence for economy in government."

### Second Tech Expedition Heads Into Yaqui Area

The second invasion of the Yaqui country by a Texas Technological College expedition is being made to secure more complete data and research material. Dr. W. C. Holden, director of archaeological research, who was the leader of the first expedition which left Lubbock April 1, and who spent six weeks in the uncivilized country of Old Mexico, will secure additional information concerning the physical, mental and social characteristics of the Yaquis. A group of four left Lubbock September 13 for Lorin, Sonora, and will return about September 30. Dr. R. A. Studhalter, head of the Tech biology department, will continue his studies of the agricultural conditions, particularly the

August crop. The Yaquis plant two crops a year, one in August and the other in January. Dr. C. J. Wagner, member of a local hospital staff, will resume his medical investigations of the Indians. The interpreter of the party is the only one in the group who was not a member of the first expedition. Dr. C. B. Qualls, head of the foreign language department of Texas Tech, will act in that capacity. The party will camp on the front porch of the Mexican garrison in Lorin, one of the seven villages of the Yaquis, but will study conditions and inhabitants of the entire group. The trip is being made in two automobiles, by the same route as taken on the previous expedition. A project is under way in the Tennessee Valley for the manufacture of glue and mucilage from sweet potatoes.

## A LONG TIME AGO IN HEREFORD

(From The Western Searchlight September 19, 1903.)

When a scaffold on which J. A. Buckner was working at the College building collapsed, he was thrown to the ground, the fall breaking three ribs and bruising him quite a bit.

District Court was in session, with Judge Webster on the bench.

J. F. Ward had closed a deal wherein he transferred ownership of his six-section ranch 11 miles north of Hereford to D. F. Ellis, consideration \$12,500.

The Baptists had just closed a successful revival meeting, with Rev. Elder in charge.

Headed "Something New Under Hereford's Sun," announcement

was made of the opening of a class in Domestic Science at the College, with Miss Dellar Harris instructing.

(From The Hereford Brand, September 19, 1913.)

A baking powder concern had just closed a successful cooking school at the E. B. Black store.

Wall Street had heard of the irrigation possibilities in the Hereford country, and the Wall Street Journal carried a lengthy story regarding wells in this vicinity.

W. S. Ward, printer at the Brand office, killed a snake, and obeying that impulse hung it up as an inducement for rain. The rain came as per schedule.

Some trouble had been experienced at the city water plant, and the electric company offered to pump the water for six cents per thousand gallons, against the then cost of 7½ cents.

Hereford public schools began work Monday morning, and it was predicted the term would be the most successful ever conducted here. Enrollment was 440, with 122 in high school.

"Dr. G. W. Heard of Alabama, a long time friend of the Freeman's, is here prospecting for a location. He likes Hereford."

W. H. Ray favored Woman Suffrage, and the Brand carried a challenge from Mr. Ray to W. E. Dameron to debate the subject at the court house.

### By Their Words

What Panhandle Papers Say

Noted criminals are being hunted down and shot in the back without any warning whatever. If this keeps up most "bad men" will soon be under the sod and our criminals grow fewer and fewer. This beats the old way of arresting them and trying them and turning them loose to murder and rob someone else. The hick and other criminals must go, and they are going fast the past few months. Claude News.

There is one man who comes here almost weekly and drives from house to house peddling his vegetables, but nothing is ever said to him about the tax. I admit it is none of my business, but it does occur to me that the local men, who spend their money here in Friona should be given as much consideration as the stranger. But of course it is always nice to be courteous to strangers. One local man said he had always bought his wares and provisions in Friona, but if Friona shows its appreciation of this fact by making him pay for selling a few apples on the streets, he can go and will go to some other town to do his trading. As I said above, this is none of my business, but if people do not believe that this is the case, just let them take my position on the street corner some Saturday afternoon and listen awhile.—Jodok, in Friona Star.

The average modern person's ambition is to be rich and have a fine car and other finery, and they don't realize that few there be that can stand prosperity, and that most expensive reformation and improvements occur during times of stress and adversity, for it is then and only then that man really does his most serious thinking and deepest meditation.—McLean News

Has the golden opportunity at last come to this section of the country? Somehow, we feel that it has—in the provisions of the new National Housing Act. Listed among the items eligible for insurable loans under the Act are "wells and cisterns, including pumps and windmills," and if that means what it says, then it appears that practically every farm owner of this section has the way open for him to put in an irrigation system, and if the development of irrigation projects isn't the one thing that will do more for this section of the country than any other one thing, then we don't know what it is.—Hale Center American.

The time of year is fast approaching for get rich quick schemes to be offered the business man. Many of them come in fake advertising. House to house salespeople. The salespeople are the ones that get rich. You know or should know that these people come here to make a profit and invariably their products are a cheaper article sold at a higher price or they could not afford to travel about the country, pay travel expenses, hotel bills, etc. Play safe, spend your money with the home business men. Treat your neighbors and home business men as you would have them treat you—then the whole town will prosper. Did you ever hear of a peddler or out of town salesman spending any of his money for taxes or donating to the many local causes, to support this community? Let's trade with each other.—Briscoe County News.

Approximately three-fourths of Texas' 5,247,715 population are white people. The Mexican population is 11.7 per cent and the negro population is 14.7 per cent.

### Warning Given Against Scarlet Fever Menace

"Scarlet fever continues to be a menace to children," said Dr. John W. Brown, state health officer, in discussing diseases common to children. "Many cases are slight, but they may infect others who may become seriously ill. It is treacherous and undesirable, and the only good thing about it is that if one can avoid it until grown, the chances of never getting it are excellent.

"Scarlet fever is spread by the transfer of the infection in the discharges of nose and throat, ears, or abscesses of persons ill with the disease, and those who are carriers of the infection. The handling of articles soiled by the patient may cause the disease. "Children under ten years of age are usually susceptible to scarlet fever. Children becoming suddenly ill with fever, sore throat, vomiting and showing a fine red rash, should have medical attention and be immediately quarantined to prevent the spread of the disease. The appearance of scarlet fever in the home should be immediately followed by a rigid

quarantine for at least three weeks. The public should be warned against exposing young children to those exhibiting acute catarrhal symptoms of any kind. Take no chances—be on the safe side.

"The use of potent scarlet fever antitoxin is of value in shortening the course of the disease. The antitoxin should be administered within three days of the onset. Scarlet fever antitoxin lessens the complications, such as heart and kidney diseases, discharging ears and infected sinuses that often occur after scarlet fever. Scarlet fever can be prevented by first giving the Dick test to all children and the administration of scarlet fever toxin to all children that are susceptible."

### RESULTS



from WANT ADS

## Want Ads

#### Lost and Found

STRAYED: One birch Jersey, about 1 year old. Owner please see Mr. R. J. Sharp, 3 miles south Wildorado and 2 miles east. May have the steer by paying for ad and pasturing. 1p

LOST: A land cape at the fair grounds in Amarillo. A circus employee gave it to a Hereford person. Return to Ralph Smith. 1p

#### For Rent

FOR RENT: Furnished apartment with private bath, near high school. Phone 43. 1c  
FOR RENT: Furnished room with bath, on corner of Eighth and Lee. 34-tc  
FOR RENT: Furnished apartment, modern conveniences, private bath, garage. Mrs. W. B. Dameron, phone 80-W. 37-4f  
SLEEPING rooms, 200 East 5th. Mrs. Rosa Speer. 37-1  
FOR RENT: Furnished duplex on October 1. No children. Arvin Daniel. 1c  
FOR RENT: Modern duplex, and a bed room. Mrs. J. F. Ward, phone 250-W. 1c  
FOR RENT: Furnished apartment. Mrs. J. B. France, 511 Schley Avenue. 1p  
FOR RENT: Furnished apartments, all bills paid. 517 East Eleventh Street. 1p  
FOR RENT: Two nice rooms, large pantry. See Mrs. J. H. Harris, 910 Miles Avenue. 1p

#### For Sale or Trade

FOR SALE: I have several weaned pigs at \$1.00 each. Gene Le Grande. 1p  
FOR SALE: 160 acres land in Blipus, church and school district, rural route by land three times weekly. Never was broken out, \$2,000 cash. No trades. James Stanton, Cameron, Missouri, Route 3. 37-3p  
FOR SALE: Section smooth raw land about 28 miles northwest of Hereford, \$10.00 per acre. E. F. Connell. 37  
FOR SALE: By owner, 20 acres level land, west edge of Hereford for less than one-third of its former sale value. J. W. Sellars, county library. 37-1pt  
FOR SALE: First class improved American cream separator for \$20 cash. D. C. McClain, Wildorado, Texas, farm 12 miles south of Wildorado. 36-3p  
GOOD USED Farmall tractor to trade for late model pick-up or light truck. Eldon Morgan, three miles on Summerfield road. 36-2p  
FOR SALE: Upright piano, good condition, in finish, tone and appearance. See at W. F. Orr. 34tf  
Miscellaneous  
IF UNABLE to finance your 1935 wheat crops, write T. P. Williams, Lockney, Texas. 36-2p  
EXPERT TREE Specialist will treat your trees cheap. College graduate with 14 years experience, work guaranteed. Call A. Evans, 676-W. 1p



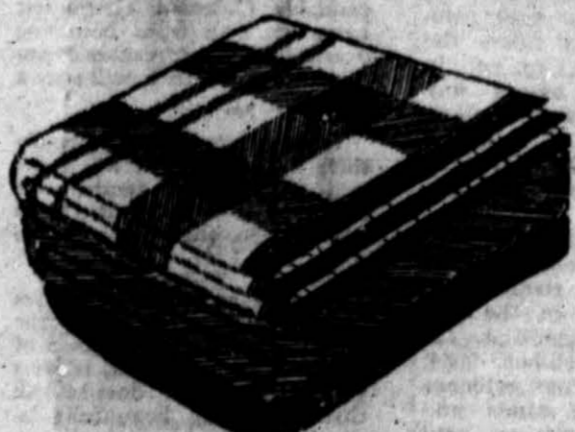
### Why Not Be Wise Mr. Merchant?

Let the Chicago Tribune Service Help You Build Fall Business

Get a lot of new ideas for your Fall advertising. Mr. Merchant. Bring it up-to-the-minute with layouts, illustrations and copy that sparkle—arouse interest and produce results. The latest issue of the Chicago Tribune Service—first aid for alert advertisers—is in our office. A lot of smart advertisers will make use of the expert help it offers on advertising problems. Better make it a point to call and look through this issue, or phone us and we'll send it to you with a representative. Get your Fall advertising off with a bang. Get this free help.

Hereford Brand

## BLANKETS



A good selection of blankets, most reasonably priced. Wool, part wool, and cotton. In a wide range of colors and weights.

A Group of Suede and Leather Jackets

We also have a good many of the new popular suede cloth and leather jackets for men, women, as well as for the kids. See them today. \$1.98 Up

The Popular Store

### TO OUR FRIENDS AND CUSTOMERS

We have a real wash and grease rack, inside out of the dust. We know how to do the job, and the lubricating of your car will be handled by trained workmen and mechanics.

We do not make a practice of cutting prices—but are prepared to meet any legitimate prices in Hereford, in any of our departments.



## GRIZZLE CHEVROLET CO.

Sales INCORPORATED Service

### EGGS Are Worth MONEY And They Are Going Higher



Your Hens Won't Be Star Boarders If You Feed Them JUST-RIGHT MASH

It's Egg-Producing Feed.

West Texas Feed and Seed Co.

## Savings Galore

### Friday and Saturday Specials

PRUNES, gallon tins	30c
CORN FLAKES, 2 large boxes	21c
PEACHES, gallon tins	48c
COCONUT, fresh stock, bulk, lb	19c
PRUNES, Greengage, gallon	38c
PORK and BEANS, White Swan, 4 cans	25c
PINEAPPLE, 8-oz cans, 3 cans	25c
COCOA, Mother's, 2-lb can	20c
BAKING POWDER, K. C., 25-oz can	19c
COFFEE, Maxwell House, lb can	31c
MILK, Armour's, 3 tall cans	18c
MALT, Blue Ribbon, 3-lb can	55c
SOAP, P and G, 5 large bars	19c
PRUNES, No. 2 1/2 can, in syrup	13c
SUNBRITE CLEANSER, 2 cans	9c
SYRUP, No. 1 1/2 can	10c
SOAP, Palmolive, 3 bars	14c
PICKLES, half gallon, in glass jar	35c
CRACKERS, 2-lb box	21c
TOILET TISSUE, Best Grade, 3 rolls	21c
COOKIES, Merchants Supreme, 2 dozen	10c
MARCO JELL, box	5c
NAPKINS, 125 to bundle, 2 bundles	25c
VANILLA WAFERS, 1-lb pkg	15c

### FRUITS AND VEGETABLES

SWEET POTATOES, No. 1, 10 pounds	20c
SWEETS, No. 1, 10 pounds	19c
LETTUCE, nice heads	6c
BLACK-EYED PEAS, fresh, pound	5c
ORANGES, 288 size, dozen	10c

## Frank's CASH Grocery

Phone 117 FRANK RICHARDS, Proprietor We Deliver Brings Us Your Eggs—Market Price—Buy At Home.

**COACH OF TULLIA HORNETS**

Hatcher Brown, for the past five years coach of the Happy school athletic teams, has become head coach at Tullia High school. Will N. Anderson, who last week resigned to take a position in Pampa, High. Anderson had coached Tullia four years. Brown, a former athlete at STU at Canyon, has made an admirable record at Happy where he has brought the Jacks from security to top ranking in both football and basketball. He went to Tullia this fall as a teacher and assistant coach. Hereford High will play the Hornets in Tullia on October 19.

**This MAYTAG NOW \$65.50 LESS THAN THE 1929 PRICE**

IT'S THE WORLD FAMOUS SQUARE TUB CAST ALUMINUM WASHER—THE FINEST ALUMINUM WASHER MAYTAG EVER BUILT



**M. D. WOMBLE IMPLEMENTS**

THE MAYTAG COMPANY, Manufacturers FOURTH ED 1933 NEWTON, IOWA



**AN ACTUAL SAVING OF TIME AND MONEY**

Not only does the laundry perform the drudgery of wash-day for you, but it saves you money as well. For instance, think of sending a 15-pound bundle with all the flat work ironed for only 75 cents. And if you wish the shirts finished the charge is only 10 cents per shirt extra.

**HEREFORD LAUNDRY AND DRY CLEANING CO.**

Call 298—We Call for and Deliver.

**SOCIETY**

**A. W. Gregg Observes 89th Birthday**

As spry as he was 25 years ago, A. W. Gregg, long time resident of Hereford, celebrated his eighty-ninth birthday last Saturday, September 15, at his home. A family dinner at the home in the evening was the high light of the day. As has been the custom for a number of years, his friends gave him a handsome gift.

Mr. Gregg is largely responsible for Hereford's beautiful parks. His pride is the Gregg Park on 25-Mile Avenue, a plot which is a never-ending source of amazement and comment. A life-time of experience in beautification has been contributed by him to his work here.

**PIONEER CLUB MEETS WITH MRS. BEYER**

The Pioneer Study Club entertained with a 9 o'clock breakfast last Tuesday morning at the home of Mrs. J. E. Beyer. The honor guests were the new members and members of the Junior Pioneer Club. A toast was given by Mrs. O. G. Hill. Response was made by Mrs. S. L. Harman, Jr. Mrs. H. D. Reed rendered a piano solo and as guest artist Miss Ruby Fay Bennett entertained with a beautiful vocal selection. She was accompanied at the piano by Miss Ardelle Foster.

**THE CHURCH WORLD**

**FUNDAMENTALIST BAPTIST**

Sunday school at 9:45. Lesson Exodus, chapters 3 and 4. Preaching at 11. Evening preaching at 8 o'clock. Wednesday evening services at 8. We are studying the Book of Revelations. We promise you a blessing if you worship and study with us.

**First Methodist Church**

REV. T. C. WILLETT, Pastor

As a man is known by the company he keeps, so is a church known by its music. The Methodist church has a sweet-toned pipe organ, two or three good organs and a splendid choir. Weekly rehearsals will be resumed Thursday evening. New voices are expected, and you may expect good music at the Methodist church.

We had a good day last Sunday. One of the sweetest services ever witnessed was the baptizing of little Daniel Wayne Lady, infant son of Mr. and Mrs. Cecil Lady, at the close of Sunday school. One man said he walked 2 1/2 miles to be at the evening service. Several CCC workers were there and a number of other new faces. We hope the service was helpful to them and they will come again.

year is "Other People's Lives." The same officers will serve their second year: Mrs. O. G. Hill is president, Mrs. Carl Gilliland vice president, Mrs. H. D. Reed recording secretary, Mrs. Bob Higgins corresponding secretary, Mrs. Burl France treasurer, Mrs. Bess Turrittine parliamentarian.

Thirty-six guests and members enjoyed this charmingly appointed breakfast. The acting hostesses were Mmes. A. A. Foster, Allen Bell, J. E. Beyer, H. G. Cookwright, O. G. Hill, Burl France, Carl Gilliland and J. M. Gilliland.

**HOME MAKERS HOLD CLASS MEETING**

The Home Makers Sunday school class of the First Baptist church met in their class room Friday, September 14. The regular monthly business was held first. A playlet by Mmes. J. G. Harvey and R. E. McCullough was next enjoyed. Group 3 served refreshments of sandwiches, pickles, coffee and cherry cream pie to Mmes. J. G. Harvey, Herman Gray, Wood Vaughn, R. E. McCullough, W. L. Alexander, B. N. Shepherd, J. B. Sewell, John Renfro, Edgar Mosley, Edgar Sowell, Ray, Roy Thompson, Otto Masie, Miss Jonnie Estes and Rev. B. N. Shepherd, guests.

**TECH DORMITORIES WILL BE READY FOR OPENING**

The two new dormitories at Texas Technological College will be ready for occupancy when the fall semester opens October 1, according to President Bradford Knapp.

This announcement is made officially because of current reports that the buildings will not be ready. Dr. Knapp urges students to make their room reservations at once if they have not already done so.

**CCC boys are especially invited.**

Evening worship hour 7:30. Sermon subject "The Preacher and the Snake." You need not come expecting to see the preacher handling reptiles, but you will hear a message in your own language. It will be interesting to young people.

**Church of Christ**

FRED ROSS, Minister

Services at high school auditorium.

Bible School, 10 a. m. Morning worship and sermon at 11 o'clock. Subject, "Peace With God and the Peace of God." Young people's meeting Sunday at 7 o'clock.

Night services at 8 o'clock, subject, "The Transfiguration." Come let us reason together. We will hold services each Sunday morning and night at the high school auditorium during construction of church house.

**St. Anthony's Church**

Sunday: Mass at 8, Sung Mass at 10 o'clock. Benediction at 8 p. m. Week day mass at 8, Saturday at convent, 7 a. m. Benediction at convent Saturday, 6:30 p. m. Thursday, 8 to 9 p. m., Holy Hour.

**Assembly of God Church**

E. E. MANNEY, Pastor.

"When Jesus Returns" is the subject for the 8 o'clock hour Sunday evening at the Hereford Assembly of God church. Rev. E. E. Manney has spent years in studying the "Second Coming" and will explain the various theories regarding this important Bible doctrine. Many are in a state of confusion relative to what the Bible really teaches along this line. You will enjoy hearing this lecture regardless of your church affiliations. The public is invited.

**First Christian Church**

REV. E. R. M'WILLIAMS, Pastor.

Sunday school, 9:45; morning service, 11; evening service 7:30. Rev. T. L. Massie, pastor of the Post and Lamesa churches, will bring the message at the morning hour. Rev. Massie is not unknown in Hereford, as he supplied the First Christian church in the summer of 1927, during the absence of Bro. Morgan, the pastor. During the last four years Bro. Massie has been in New Haven, Conn., studying in Yale Divinity School, where he took his B. D. this June. All members of the church and the public are invited to hear Bro. Massie.

**First Baptist Church**

REV. B. N. SHEPARD, Pastor.

Sunday school, 9:45 a. m. Preaching, 10 a. m. and 8 p. m. B. Y. P. U. 7 p. m. Prayer meeting each Wednesday night at 8:00 o'clock. All are invited to worship with us.

**MAY PLANT "FOREST" FROM CANADA TO TEXAS**

President Roosevelt is considering a proposal to plant a "shelter belt" of trees 100 miles wide and stretching from Canada to the Texas Panhandle.

This gigantic program which would require 10 to 12 years to complete, would aim to minimize drought and help keep winds from stripping lands of their choice soil.

The planting in the 100-mile wide area would be in strips running north and south. First there would be a strip of trees perhaps 7 1/2 rods across, then a strip of land which would remain devoted to its present use, such as farming, then another strip of trees, and so on alternately.

There would be 100 strips of trees or one to a mile and thus most of the 100-mile wide area would remain unforested. The shelter belt would stretch 1,300 miles through North Dakota, South Dakota, Nebraska, Kansas and

Oklahoma to the Texas border. The cost was estimated at \$75,000,000. At least part of this would come out of drought funds to start the program this year by collecting seed, establishing nurseries and organizing the work.

**Announcement**  
Mr. and Mrs. Cuff E. Bean announce a new addition to their family  
**Admiration Coffee**  
vacuum-packed in glass jars  
If your grocer hasn't met the new member, ask him to order some from the Duncan Salesman

**Something New In Coiffure Charm**

Now is the time to get your hair in condition for a new Fall permanent. We have a machine for giving hot oil treatments that will put the hair and scalp in excellent shape.

Permanents, **\$2.00** up to **\$5.00**  
Call us for an appointment today.

**STAR BEAUTY SHOP**  
Mrs. Bess Jennings

**Tomorrow's Features in Penney's Fall Opening!**

**Penney's 32<sup>nd</sup> Annual Fall Opening**

**Celebrating 32 Years of Fall Outfitting For The Entire Family!**

Satins! New Crepes! Sheers!

**DRESSES \$5.85**

Penney's shows you how to dress well on little money! Here are satin dresses with lovely new jackets! "Different-looking" sheers! Crepes with dramatic white collars and tricky cuffs! Novelty materials! All new and smart! For Misses and Women!

**"Nationwide" SHEETS**  
81 x 99  
We have a limited quantity at this very low price. Take advantage of this value—NOW!

**88c**

**"Deep Nap" Blankets**  
72 x 84 size. Good and warm. Pretty colors. A real buy at—

**\$2.98**

**"Wizard" Blankets**  
70 x 80 size. Soft, warm and extra large. Buy these now!

**\$1.98**

**RONDO PERCALES**  
for Fall Sewing  
19¢ yd.  
Smart new patterns — in new darker Fall colors! 80-sq. percale—tub-fast!

**New FALL TWEEDS**  
Silk and Wool  
69¢ yd.  
36-inches wide — the right weight for Fall — a range of colors, patterns!

**"Duro" Sheets**  
81x99 inch size, made of good quality sheeting

**69c**

**Big Values in Girls' Better COATS**  
Sizes 7 to 14 Years, and Only

**\$4.98**

Poires, tweeds, Tree Bark crepes, checks, fleeces, chinchillas, suedes—in blue, wine, green, brown, cocoa, tan, tile! Trimmed with French Beaver, Laskin Lamb, Astrakhan!

**Expensive-looking Crepes! COATS**  
With Tricky Style Details!

**\$14.75**

These are the coats you've been waiting for—dress styles in rich crepes! Perfectly cut, carefully made, unusually well styled. Tweeds, too, and monotonous, for Women, Misses!

**Famous for Style and Value! "Town Clad" SUITS**  
Tailored of Dunbury Worsteds!

**\$19.75**

Distinctively styled, expertly tailored. Built-in, hidden qualities that mean extra value to you. Newest patterns, colors. Stripes, overplaid, checks, plains. Blues, tans, greys, browns!

**Smart New York Styles! "Celeste" Shoes**  
So More Expensive-looking!

**\$2.98**

Beautifully made... by master shoecraftmen! Fine quality leathers! Kid, gleaming calf and dull suede! Spanish and Continental heels! Narrow heel! Ankle-flattering! 3/4 to 9!

**Big Pay WORK SOCKS**  
Extra weight. Re-inforced at toes, heels

**15c**

**Double Terry Towels**  
Extra Thick!

**15c**

Big, thick, thirsty towels—White or striped centers or solid colors! Values!

**Gauntlet Work Gloves**  
Leather palms with a heavy canvas back. Buys!

**33c**

**Boys' UNION SUITS**  
Winter weight.

**49c**

Heavy cotton ribbed. Long sleeve, long tunic, ankle length. 2-16

**Men's Cotton Socks**  
Medium weight. Plain colors. Sizes 10 to 12

**10c**

**Men's Fall Oxfords**  
Many Styles!

**\$2.98**

All leather. Welt construction! Tipped or plain! Comfortable! Low priced! 8-11

**Unbleached Sheetting**  
Light weight sheetting. 2 1/4 yds wide

**19c**

**MEN'S FELT HATS**  
Marathons!

**\$2.98**

Fine felted, silk lined hats in new styles and shades for Fall and Winter!

**Suede Leather Jackets**  
For Men!

**\$4.98**

2-pocket style, knit bottom, sauteen lined. Button front. 36-48. Boys' sizes \$3.98!

**Women's Sport Jackets**  
All Wool

**\$2.98**

Talon front, slash pockets, Cossack style. Navy, brown, green, maroon.

**Penney's J.C. Penney Co. Inc.**

### TRY TEXACO

For Faster Cool Weather Starting

You'll find out the old motor will respond a little quicker on cool mornings if the tank is filled with Texaco "Fire Chief" gas. It's simply packed with power and mileage. Why not drive in today and give it a trial!

**Texas Service Station**  
GLEN SNYDER

### Neither Regrets Nor Wishes

WILL PREVENT SMUT

but

## CERESAN

Will—

So Don't Plant Untreated Wheat  
See Us

### Purina Lay-Chow

Will make hens lay! And those are the only hens worth having.

We Have the Feed!

### McLean & Pitman

Grain Company

Phone 1. Buy at Home We Deliver

### Progressive News

BY OLIVE PERKINS

Miss Eunice Caldwell is visiting her cousin, Mrs. Rambo, at Brownfield, and Miss Allthe Boyd at Plains. Miss Boyd was the primary teacher at Progressive last year and is home demonstration agent for Yoakum county at this time.

Mr. and Mrs. J. E. Blakemore and sons spent Sunday with his parents, Mr. and Mrs. J. A. Blakemore, south of Summerfield. Wayne Kimmons spent Sunday at Canyon.

Mother Thompson of Hereford spent Thursday with Mrs. Blakemore.

Mr. and Mrs. Arch Conkila and children of Hereford spent Monday in the Hershey home.

Sunday Mr. and Mrs. Carl Donovan, Virginia and Elizabeth Bowman visited Harold Donovan who is working near Adrian.

Mr. and Mrs. Wallace Canfield of Muleshoe visited Mr. and Mrs. Ray Hershey Wednesday.

Mr. and Mrs. Owen Neel spent Sunday with her parents, Mr. and Mrs. J. W. Vicks. Mrs. Vicks and son, Offus, returned last week from Stephenville where they had visited her mother, Mrs. Jane Elrod.

Mrs. Ira Ricketts spent Wednesday with her mother, Mrs. W. A. Ricketts in Hereford.

The club did not meet Wednesday as the ladies were busy canning and several had planned to attend the fair at Amarillo. It will meet the first Wednesday in October, with Mrs. Caraway. A program will be given at that meeting.

Mr. and Mrs. H. R. Patterson and son, Elmer Patterson and family made an extended trip through Oklahoma and Texas last week. They visited her sister, Mrs. J. D. Crowell and family, at Lone Grove, Oklahoma; their cousin and family, J. P. Roberson, at Gainesville, and also attended church services. At Sadler they visited a niece, Mrs. Ernest Payne. At Dennison the Lena Sawyer family was visited, and another brother, John Sawyer, at Jacksonville. At Corsicana they visited brothers of Mr. Patterson. Mr. and Mrs. Frank Weaver took care of their place.

### Friona Doings

The PTA committee gave a reception for the faculty September 12 at the high school auditorium. The following program was given, after which a delightful luncheon was served by the home economics girls: Invocation, W. Osborne; America the Beautiful, audience; Welcome Address, Mrs. Bogges; Piano numbers, Glenn Davis, Mrs. R. F. Fleet; Report, Highlights of PTA Convention at Shamrock, Mrs. J. A. Blackwell; Violin solo, Dorothy Crawford; Talk, Plans for 1934-35, Geo. Heath; cornet solo, Chas. Strain; reading, Waiting for ships that never come in, Wayne C. Eubanks; Trio, Glen Davis, Chas. Strain, Wayne Eubanks.

Miss Katherine Stimp of Los Angeles is visiting her cousin, Mrs. R. R. Wills.

Sheriff W. W. Hall of Farwell was a Friona visitor Saturday.

O. G. Turner and J. W. Farr were week end business visitors in Hillsboro, New Mexico.

Misses Reba and Roberta Hill left Monday to begin the school year in college at Canyon.

J. C. Wilkison and W. H. Warren, Jackie Wilkison and Eunice Mae Year were Amarillo fair visitors Monday.

Mrs. Buford Taylor and Miss Nell Cross visited in Earth Tuesday.

Corporal Elmer Baker and wife of Cheyenne, Wyoming, are spending their vacation in Friona visiting his parents and friends.

Miss Helen Crawford left Sunday for Austin where she will attend college.

Clyde Seamond and J. O. Jones left Saturday for Hollis, Oklahoma.

Miss Dot McMillan of Farwell is visiting Miss Mildred Hughes.

Mrs. Sam Taylor is spending a few days in Amarillo.

Mrs. Seldon Warren left Sunday for Iowa where she will visit for several days. She was accompanied by an aunt who lives in Amarillo.

Mr. and Mrs. J. G. Weir of Hereford were visiting in Friona Sunday.

### Ward News Notes

MRS. WILEY ROBERSON

Ladies of the LAE club and their families surprised Mrs. Wiley Roberson Sunday with a birthday dinner. The table literally groaned under its load of good things to eat. Music and singing was enjoyed throughout the afternoon. All departed at a late hour wishing the honoree many more happy birthdays.

Rev. Harrison failed to fill his appointment here Sunday. Next Sunday is Rev. Hornbeak's day to preach.

Charlie Harrison of Oklahoma City spent the week end here in the home of Mr. and Mrs. W. R. Harrison. He is employed in the service of the Case Company in Oklahoma City.

Mrs. Dennis of Tahoka and Mrs. Bill Hutson, James and Harold Keith visited Mrs. Jack Hutson Thursday afternoon.


Mr. and Mrs. Chester Hodges and Kenneth spent the week end with relatives in Clarendon.

Mrs. Arlie Dean and Mrs. Bob Higgins called on Mrs. Roberson Wednesday afternoon.

Mr. and Mrs. Jim Higgins had us guests for the week end Mrs. Higgins' brother, Carl Rohenfeld and his father, both of Garden City, Kansas.

Mr. and Mrs. Snell visited with friends in the Bippus community last Sunday.

**TUNE IN!**  
**PACKARD'S BEST FLOUR**  
On the Air Daily  
with  
**THE LONE STAR COWBOY**  
12 Noon, CST  
KICA  
Clovis, New Mexico  
1370 Kilocycles



# Volatility

**is the most important quality in gasoline**

*... say Authorities*

WHAT does it take to make a gasoline "great"? Four oil experts tell you in their statements at the right.

They emphasize volatility : : : and Phillips 66 is famous for *high* volatility. Besides, this volatility is scientifically controlled, month by month, to make this *greater* gasoline a star all-weather performer.

Your engine always runs better, because the gas you get as a Phillips 66 is correctly "tailored" for the particular weather you are having. You *actually* feel the difference in your motor : : : its increased speed and power : : : popper pick-up... reduced noise and so-called... plus extra mileage in every gallon.

We invite you to try a tankful, to see for yourself the outstanding improvement given by extra volatility, at no extra cost, as say Orange and Black 66 ahead.

Fresh, Clean, Temper-Free Phillips 66 MOTOR OIL 30' in Cans... Refinery-Sealed

AVERAGE SEPTEMBER GRAVITY (FOR MOTOR TEST RATINGS) **64.3**

ANTI-KNOCK RATING **70 OCTANE**

"During the most recent subjective test, such has been found to be the case of good quality. Offhandedly, I would say that Phillips 66 is the best." —  
\*Automotive News\* (The Automobile Industry)

"Outstanding in the characteristics of improved motor fuel... for superior performance... is volatility."

Editorial in an Oil Magazine

## GREATER MILEAGE

RAVENWOOD-NIGGERHEAD  
HANDLER-LANON CITY  
SUNSHINE-MAITLAND  
*BEST COLORADO COALS*  
Sold by Your Local Dealer

FOR JOB WORK, TRY THE BRAND

### THINGS YOU MAY NOT KNOW

about your Telephone



**THOMAS A. WATSON**, the young electrician who helped Bell invent the telephone, made with his own hands the first instruments. But the demand soon grew so big that Watson alone could not meet it, and licenses were given to four other manufacturers.

By 1880 the telephones varied as greatly as did the women's fashions of that year. Uniform quality and operation is essential to successful telephone service. To gain this uniformity, these companies were consolidated in 1881 as the Western Electric Company, manufacturing and purchasing agent for the Bell System.

Without the aid of the Western Electric Company, the men and women who furnish your telephone service here could not do their job so well.

Today, as a proven fact, the Southwestern Bell Telephone Company buys from Western Electric at a cost lower than it would pay in the competitive market.

For more than 50 years, such savings have contributed to our policy of good service at a fair cost to telephone users. This policy has been chosen deliberately. It is based upon the belief that what is best for the telephone user will in the end bring us the surer, more enduring success. Southwestern Bell Telephone Company.

### BUSINESS AND PROFESSIONAL DIRECTORY

**ABSTRACTS**

The title to your land is vital. Our Abstracts correctly reveal the title.

**A. O. THOMPSON**  
ABSTRACT CO.  
5 per cent Federal Farm Loans.

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**CHIROPRACTOR**

**DR. J. W. HENDRIX**  
Chiropractor and Massage  
100 B Street—Just North of Mother's Park  
Phone 341 for Appointments

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**CLEANERS**

**WEST TAILOR SHOP**  
MRS. O. F. WEST, Proprietor  
Clothes Called for and Delivered.  
Phone 385

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**DAIRY**

**PRAIRIE DAIRIE**  
Grade "A" Milk  
Sweetmilk, Cream, Buttermilk.  
We Deliver Daily.  
PHONE 666

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**ELECTRICAL**

**GEO. S. McCONNELL**  
Electrical Contractor  
Fridges Repaired, Factory trained service man.  
Phone 750-W

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**INSURANCE**

**JNO. H. PATTON**  
PHONE 59

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**LUNCHES**

**THE CHOCOLATE SHOP**  
Fruit Lunchees  
Sandwiches  
Cold Drinks, Candles  
Magazines.

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**EAT A CHICKEN DINNER AT EVER-READY LUNCH**

Sleep on Sealy Mattresses At Henson Hotel.

---

**PHYSICIANS**

**DR. T. L. MORGAN**  
Physician and Surgeon  
Above Corner Drug Store  
Office Phone 462  
Residence Phone 468

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**OPTOMETRIST**

**F. M. KEETER**  
Registered Optometrist  
A thorough examination with the newest and most modern instruments and equipment.  
816-B Main Street.

## Let Chevrolet tell its own story of riding and driving comfort

*Make the ownership test*

**CHEVROLET**

The best way to get the truth about the new Chevrolet is to make the Ownership Test. Drive this car over the same routes, in the same way you drive your present automobile, and let the results you can see and feel tell their own story. A ride will prove that Knee-Action makes bad roads good, and good roads better. A ride will prove that shock-proof steering, Syncro-Mesh gear-shifting, a remarkably flexible 80-horsepower engine, and cable-controlled brakes make a big difference in safety and driving ease. A ride will show you why so many thousands have found it impossible to return to ordinary driving after an experience like this.

**CHEVROLET MOTOR CO., DETROIT, MICH.**  
*Compare Chevrolet's low delivered prices and easy C. M. A. C. terms. A General Motors Value.*

# Knee Action CHEVROLET

ONE RIDE IS WORTH A THOUSAND WORDS

**GRIZZLE CHEVROLET CO., Inc.**  
PHONE 740      HEREFORD, TEXAS

**DISH RAGS**  
MADE OF BOL-PROOF PAPER  
SAFETY

Wash dishes to sparkle with a Dish Rag. Just one extra step. Always wash. WASH TO SPARKLE—DO NOT SCRUB.

For Sale At Brand Office.



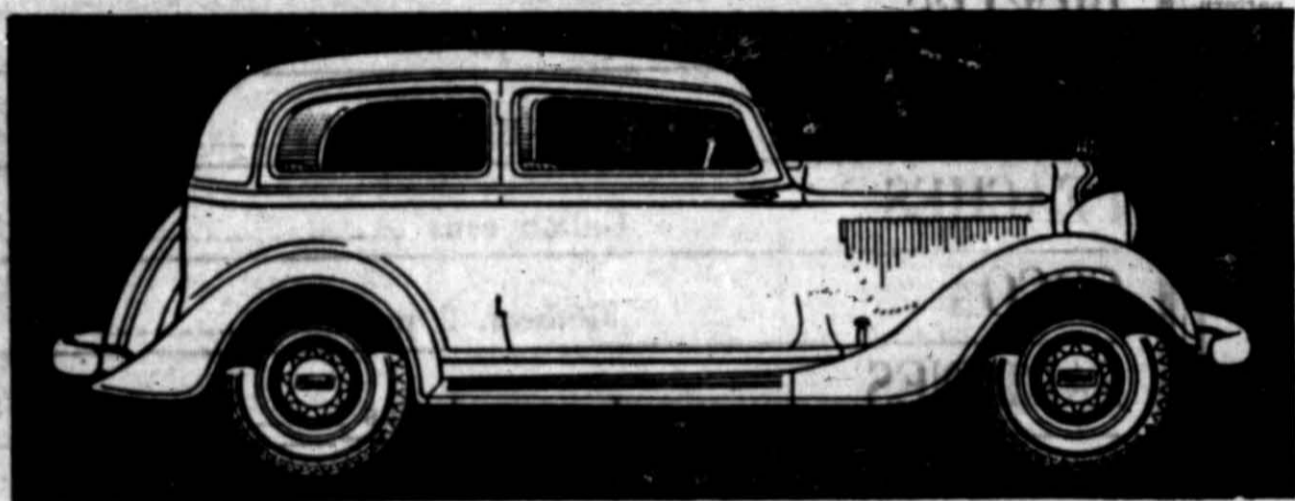
# Real Live Wire Candidates Will Not Slow Down

Some Candidates Seem To Think That Because the First Period Is Over They Have Already Won Their Prize!

## Just A Little Tip To Them

Owing to the closeness of the campaign, it is suicidal to lag for a single moment. You must not let down, but get right after them in this last big vote period if you wish to win one of the four big capital prizes that are being offered to the contestants in this history making campaign.

### Grand Capital Prize



### Plymouth DeLuxe Coach

Purchased at a Cost of \$781.90 from Ireland-Beavers Motor Co., Hereford, Texas, and now on display at their show rooms.

### Second Grand Prize

**\$300.00**  
**In Cash**

Third Prize **\$100.00**

Fourth Prize **\$50.00**

The Persons Who Wish to Win Will Really **WORK** --- Not **ALIBI**  
Themselves With What They **MIGHT** Do Later On!

## Did You Work Yesterday?

As Is Shown In the Published List, Many Have Dropped From the Race!

**Only the "Live Ones" Remain**

**Second Period Ends**  
**Monday, Oct. 1, at 9:00 p. m.**

Due to the extreme closeness of the standings and the keen competition manifest, it will depend to a great extent on what is done in this big second period as to who will be the final winners. Don't think, because the first period is over that the race is too. It is close. Make no mistake about that.

# The Hereford Brand

Hereford, Texas

# STAR THEATRE

Hereford, Texas

Friday Only

**MATINEE AND NIGHT**  
Another One of Those **BIG FRIDAY SPECIALS**



**MARION DAVIES**  
**GARY COOPER**  
**OPERATOR 13**

Also Chapter Six "LOST JUNGLE" NEWS AND COMEDY Attend the Matinee.

ADMISSION ONLY 10¢ TO ALL

Saturday Only  
Matinee and Night.



**PRIVATE SCANDAL**  
A Paramount Picture

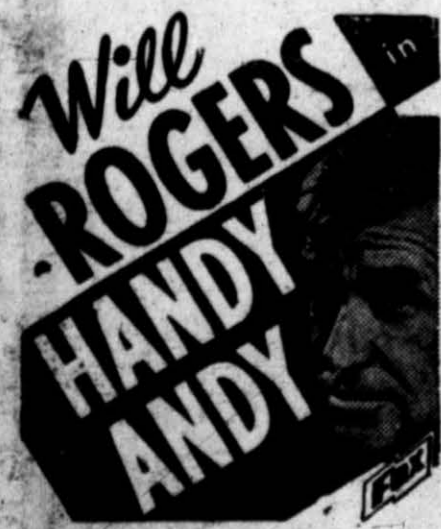
Featuring **ZASU PITTS**, **PHILLIPS HOLMES**, **MARY BRIAN**, **NED SPARKS**

Also one of those funny Saturday Comedies

**Sunday Matinee**  
**Sunday Night**  
**Monday - Tuesday**

4-BIG SHOWINGS-4

ADMISSION 10¢



Also Special Musical Shorts Paramount News No Extra Charges—Only 10-25¢

WEDNESDAY, 26th  
Special Picture  
"The World Moves On"  
ALSO BANK NIGHT IT'S THE BIG NIGHT

COMING SOON:  
"CHAINED"  
With Joan Crawford — Clarke Gable

# LOCALS

Donald Taylor of Pampa was a visitor here Sunday.

**RICE'S INSTANT TIRE SERVICE**. "Nuf Sed." 37

Mr. and Mrs. J. C. Parker and Miss Zoe Beavers were in Amarillo Tuesday night.

Mrs. O. F. Lange and daughter of Friona were here Monday.

Mr. and Mrs. J. T. Cronin were at the fair in Amarillo Tuesday.

30x3½ OVERSIZE STANDARD tire at only \$3.95 at RICE'S. 37

Mr. and Mrs. Toy Price of Wildorado visited in Hereford Monday.

Mr. and Mrs. Fred Bailey have returned from a vacation trip to California.

Dr. and Mrs. J. W. Hendrix and Miss Zoe Beavers visited in Amarillo last Saturday.

Mrs. Effa Rutherford left Saturday on a vacation trip to Chicago. She will be gone several weeks.

20-4-40-21 Brunswick Sentry tires, only \$4.20 at RICE'S—and INSURED, too. 37

Burl Alexander, son of Mr. and Mrs. D. H. Alexander, left last Friday for Fort Worth where he enrolled at Texas Christian University.

Mr. and Mrs. J. F. Ward and grand daughter, Alice Behrens, went to Dumas last Sunday, returning home Tuesday.

450-21 Brunswick Sentry Tires INSURED and only \$4.65 at RICE'S. 37

F. H. Gott, inspector of the National Park Service, was at the state park here this week.

Rural and city teachers of the county were guests Monday night of J. C. Parker at a theatre party at the Star, where they saw "Treasurer Island."

Miss Mary Kate Brotherton has enrolled in West Texas State Teachers College at Canyon.

The cheapest tire milles are the milles you get out of those injured tires after we have repaired them. RICE'S. 37

Miss Maurine Spradley is substituting for her sister, Miss Gwendolyn Spradley, as seventh grade teacher this week. The latter is ill.

Our stock of Brunswick Sentry Tires is not large and they are moving fast at our special prices. Yes, they are all INSURED. At RICE'S. 37

Miss Mattie Mae Swisher, teacher of singing, voice culture and choral director, solicits pupils for private study and will conduct a class in vocal and theatrical work. Special courses offered for children. Phone 125. 1p

Mr. and Mrs. A. Kiker of Whittier, California, visited Mrs. Jenny Behrens last Friday. They were enroute home from a visit with relatives at Shamrock. Mrs. Kiker was formerly Miss Gladys Kelper and taught school here several years ago.

A magic show has been carded for the high school auditorium on the night of November 13. Birch the Magician, famed performer, will put on the act. The show is to be staged by the high school athletic association.

Tire insurance is not new in Hereford, for we have been INSURING Brunswick tires against accidents for nearly five years. Our customers appreciate the service, too. At RICE'S. 37

Mr. and Mrs. S. D. Culpepper, Mr. and Mrs. O. H. Culpepper and Miss Verna Culpepper returned Wednesday from an extended visit to points in Arizona and Grand Canyon.

Mr. and Mrs. J. H. Cardwell of San Diego, California, are visiting in Hereford this week. The Cardwells are former residents of this city, having left 12 years ago. Mr. Cardwell was in the grocery business here. He still owns extensive property in the county.

L. Baskin returned Tuesday from Oklahoma City where he has been visiting the past eight days. His brother from Los Angeles, a nephew from Oklahoma City and another nephew from San Francisco accompanied him back. The two nephews sail from Los Angeles on the 29th for China, Japan and Russia to be gone for several months.

L. B. Gough of Beaumont, son of Mr. and Mrs. L. Gough, and formerly of Hereford, was a visitor here Wednesday, his first visit to Hereford in a number of years. He was accompanied by his sister, Mrs. Oliver Heffner, also of Beaumont. She is the former Miss May Gough. Mr. Gough is with the Magnolia Petroleum Co.

George Connell of Hobstown is here spending a few days with his father, E. F. Connell, and brother, D. H. Connell.

Miss Mattie Mae Swisher returned last Friday from an extended visit to her old home in West Virginia and other points in the East. She was accompanied by Mrs. Geraldine Green, dean of women of West Texas State Teachers College, and Mrs. Green's daughter. Miss Swisher is staying with Mrs. F. T. Roloson for the time being. She will open classes in voice soon.

Joe A. Huckert, for the past four years mascot of the Hereford High football team and a graduate of the 1934 class, left Saturday for College Station where he will enroll in Texas A. & M. He will take a course in mechanical engineering. He is a son of Mr. and Mrs. Joe Huckert of North Hereford.

Andrew Pat Jones, upper classman at A. & M., met Huckert at Amarillo, making the trip to College Station with him.

**Will Rogers in Sunday Feature Film at Star**

Will Rogers' newest picture, "Handy Andy," will be the week end attraction at the Star Theatre. It's a typical Rogers picture with Will as a small town druggist. In it also are Peggy Wood, Conchita Montenegro, Mary Carlisle, Roger Inhof and Robert Taylor.

Friday's picture finds Marion Davies and Gary Cooper in "Operator 1," the Civil War spy story written by Robert W. Chambers. Jean Parker, Ted Healy and the Four Mills Brothers are in the cast. "Private Scandal," Saturday's film, is strictly mad comedy. Sasu Pitts, Phillips Holmes, Mary Brian, Ned Sparks and Lew Cody are the chief actors.

Then next Wednesday will be the appearance of Madeline Carroll, famed English actress, with Franchot Tone in "The World Moves On." The film is patterned after "Cavalcade."

## FARM PURCHASING POWER REPORTED INCREASING

Average annual expenditure of \$32.01 per person this year as compared to \$25.96 last year was revealed by figures compiled from the records of 700 farm women who served as wardrobe demonstrators working under the supervision of home demonstration agents in 91 Texas counties according to a statement issued by Mrs. Dora R. Barnes, Extension clothing specialist. These 700 women kept complete and accurate accounts of their individual clothing expenditure for one year.

Figures of 155 farm women from 61 counties who kept clothing accounts for their entire families show an average annual expenditure per family of \$88.53 as compared to an average of \$78.17 spent the year before. These families contained 557 persons, making the average expenditure per person \$24.95. The figure for last year was \$21.73.

"These figures probably reflect the added buying power of the farm family," Mrs. Barnes said. "All the way through they show a definite gain. We know that many things have to be bought on farms before clothing is considered, so when we find the records of the wardrobe demonstrators of home demonstration clubs consistently showing increased expenditure for clothing for themselves and families, it seems a safe sign that times are better on Texas farms," she said.

In Dallas county 346 4-H club girls kept clothing records from September 1, 1935, to June 1, 1934, which indicated an average expenditure of \$30.18 for the nine months. It is estimated that for the year the expenditure would be \$40.24 for the girl. As a part of their club work 204 of these girls made 2,240 garments which were valued at \$2,368.00.

Pitts, Phillips Holmes, Mary Brian, Ned Sparks and Lew Cody are the chief actors.

Then next Wednesday will be the appearance of Madeline Carroll, famed English actress, with Franchot Tone in "The World Moves On." The film is patterned after "Cavalcade."

## The Candidates and Their Standing in the "EVERYBODY WINS" DISTRIBUTION

Mrs. J. W. Berry, Jumbo	\$25,000
Mrs. John J. Boling, Wildorado	\$29,000
Mrs. Frank Cogdell	\$26,000
Miss Nora Alice Daniel	\$25,000
Mrs. LaVerne Harman	\$33,000
Mrs. J. R. Maples, Friona	\$33,000
Miss Inez Miller, Dawn	\$26,000
Mrs. G. B. Reddoch	\$36,000
Miss Nora Jean Russell	\$34,000
Mrs. H. P. Sindt	\$35,000
Miss Minnie Dea Smith	\$23,000
Mrs. Bess Turrentine, Westway	\$29,000

**CONOCO**  
Germ Processed  
**MOTOR OIL**

Solves the Problem of Motor Trouble.

We sell this good oil.  
Change Today

**Conoco Service**  
DOWNS & WOODFORD  
Corner of Main and First Streets on the Highway. Phone 555

FELT BASE  
**Floor Coverings**

Winter is on the way—your should give immediate attention to having your floors covered before cold weather. We have a wonderful display of these beautiful rugs as well as the all-over patterns, used for covering the entire floor.

ARMSTRONG, BIRD AND CONGOLEUM PRODUCTS ARE ON DISPLAY

9 x 12 Rugs ----- \$6.95 and \$7.95  
Yard Goods ----- 60¢ to 75¢

In six-foot, nine-foot and eleven-foot, three inch widths.

The public is invited to come in and inspect our furniture and let us furnish your home.

**E. B. Black Co.**  
WE ARE SATISFIED WITH SMALL PROFITS

# CHECK Your Supplies Against THESE

**Specials For Friday and Saturday**

CRACKERS	2-pound package	21¢
CRACKERS	Graham, 2 pounds	25¢
POTTED MEAT	Three cans	10¢
PEANUT BUTTER	Quart	25¢
TUNA	Can	14¢
PEARS	Gallon can	34¢
PRUNES	Gallon can	31¢
SOAP	P. and G., 5 bars	19¢
SALMON	No. 1, tall cans, 2 for	23¢
PICKLES	Quart jar	17¢
COFFEE	M. J. B., 1 pound	31¢
PEACHES	Gallon cans	42¢
COCOA	Mothers, 2 pounds	18¢
SARDINES	Large oval cans	10¢
SOAP	Kirk's Hardwater, 5 for	23¢
BRAN FLAKES	Jersey, package	10¢
SALAD DRESSING	W. P., quart	24¢
TOILET TISSUE	Fort Howard, 3 rolls	23¢

**FRESH FRUITS and VEGETABLES**

ORANGES	Dozen	19¢
CABBAGE	Pound	2½¢
SPUDS	10 pounds	19¢
LEMONS	Dozen	24¢
GRAPES	Tokay, pound	6¢

MACARONI	or SPAGHETTI, pkg	5¢
CAKE FLOUR	Swans Down, pkg	31¢
SOAP FLAKES	5-lb box, Clean Quick	29¢
SYRUP	Karo, dark or light, gallon	55¢
TEA	4-oz pkg Orange Pekoe	10¢
MILK	3 large or 6 small	19¢
TOMATO JUICE	Calif. H., 3 cans	25¢
PINEAPPLE	No. 2 cans, crushed or sliced	15¢

Quality and Service Are Paramount Always At

# PIGGLY WIGGLY

ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME